# **SHORTS**

#### **GSCA** election results

has announced the results of its elections of the gross, a per-screen average of for board of directors. Eleven people were elected by the associations members to the \$38,122. 22-person board, starting their two-year terms on Jan. 1, 2014. They are:

Representing Institutional theaters:

of Civilization

Diane Carlson, Pacific Science Cen-

Tim Hazlehurst, Marbles Kids Mu-

Representing Commercial Theaters:

Laurent Dondey, La Géode Paul Wild, IMAX Victoria In the Royal BC Museum

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Derek Threinen, Giant Screen Films

Representing Manufacturers/Suppliers/ Other Related Businesses:

Rick Gordon, RPG Productions Martin Howe, Electrosonic

Representing Producers:

Shaun MacGillivray, MacGillivray Freeman Films

Lisa Truitt, National Geographic Cinema Ventures

#### Catching Fire opens big

Catching Fire opened worldwide on Frisas City and Detroit, and a 2001 docuday, Nov. 22, grossing \$158.1 million in 4,163 domestic theaters, of which \$12.6 Prairie. million came from 347 IMAX theaters. It took in another \$5.4 million internationally. Its domestic performance was the second-best November opening for an IMAX DMR film, following last year's ing weekend.

which IMAX theaters, accounting for 9% of the total, took in 21% of the box office, more titles expected to be announced. Catching Fire's fans do not seem to have preferred IMAX to conventional screen-

On the contrary, IMAX, representing The Giant Screen Cinema Association 8.34% of all theaters, earned only 7.97% \$36,311, compared to the conventional

Catching Fire is the second in the Hunger Games trilogy based on the young adult novels by Suzanne Collins. The first epi-Michele Canto, Canadian Museum sode, released in April 2012, was an unexpected hit that caught many by surprise, including Imax Corporation, which released it digitally for one week only, before dropping it for Warner Bros' Wrath of the Titans. Wrath performed poorly, and Imax brought Hunger Games back for another week in late April, but did not make up for the opportunity lost in the initial

#### We the People opens in KC

We the People, the long-awaited GS film about the founding of the United States, from Inland Sea Productions, opened on Nov. 7 at Kansas City Union Station in Kansas City, MO. Narrated by Morgan Freeman and Kenny Rogers, the film has been in the works for more than eleven years. The film is being distributed by Inland Sea, which is based in Kansas

bee and John Altman, and had a large panel of academic advisors. Larrabee and Altman previously produced short signa-**Lionsgate's** The Hunger Games: ture films for giant-screen theaters in Kanmentary for PBS, Last Stand of the Tallgrass

#### K2 makes 4K content deals

**K2** Communications has made at least two deals to distribute giant-screen films in the 4K UltraHD format. The company Skyfall, from Sony, which took in \$12.75 has partnered with New York-based million in 320 screens in a four-day open- VGTel, Inc., to release 4K versions of five GS films: Bears, India: Kingdom Of The However, unlike October's Gravity, in Tiger, Alaska: Spirit Of The Wild, Amazing Journeys, and Adrenaline Rush, with

VGTel, "a multi-platform company offering products and support in the elecing one of only three in the world capable ings, despite the fact that almost an hour tronic gaming industry," will scan the of projecting the three-strip Cinerama of the film was shot with IMAX cameras. films at 8K and down-res them to 4K,

according to a press release. K2 will "identify and secure exclusive UltraHD digital distribution rights" and distribute them theatrically and to broadcast outlets. K2's president, Mark Kresser, was quoted as saving that "digital 4K will soon be the new standard for television, theaters, museums, science centers, and aquariums worldwide. We have been focused on building our library of digital ultra-highdefinition films.

In a separate deal that K2 declined to discuss, South Korean manufacturer Samsung is including two complete GS titles with its new line of 4K TV sets, which start in price at \$3,000 for a 55-inch (diagonal) screen, and range up to \$40,000 for an 85-inch behemoth that includes its own easel stand. The movies, The Last Reef and Grand Canyon Adventure are supplied on a 500GB hard drive that plugs in to the TVs.

Although HDTVs with 3D capability have not sold as well as expected, consumer electronics manufacturers are hoping that UltraHD 4K will be the Next Big Thing. One problem for the makers is that potential buyers don't have much in the way of content to show off their giant sets' capabilities, in part because no 4K disc The film was produced by Aimee Larraplayers are available yet. Another problem is that, until now, most Hollywood films have been mastered at 2K for theatrical release, so even if players were available (and they won't be for about a year), there isn't much popular content available at real 4K. GS films, most of which have been mastered at 4K or higher, are a potentially rich source of 4K content.

#### UK museums considering options

Britain's Science Museum Group, which includes London's Science Museum, the National Media Museum in Bradford, UK, and two other museums, is considering turning over the operations of some of its cinemas to a commercial theater chain. The Bradford museum houses Britain's first IMAX theater (a 350-seat SR house), and two smaller theaters, includ-(see **SHORTS** on page 12)

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# **GSCA 2013 Conference, continued**

Our coverage of the annual conference and trade show of the Giant Screen Cinema Association in Ottawa, Canada, in September, concludes.

#### Imax film fund announced

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201

December

Before the GSCA Achievement Awards presentation, Mike Lutz, VP of institutional sales for the ceremony's sponsor, Imax Corporation, revealed a new fund the company is establishing for GS documentary production. The following is an extended verbatim quotation of his com-

"Imax is in final stages of executing a \$25-50 million fund to produce educational documentaries for the IMAX network. We're in. This fund will give us an opportunity to explore new vistas in filmmaking, will leverage our unparalleled brand recognition and satisfaction to forge new kinds of films and new kinds of film partnerships. We'll leverage our Hollywood influence to blend new kinds of documentaries. It is

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indeed an exciting future for the IMAX institutional network. While the final transaction is still pending completion and documentation (this is the part my lawyers wrote), we expect and believe that this fund will allow us to expand our production pipeline starting today. And so we're teaming up with Disney and Toni Myers, we'll have cameras back in space, Drew Fellman is back in the wild. We plan for documentary releases to double in frequency."

#### Wake Up To Marketing

The perennial "Wake Up to Great Marketing Ideas" session was held at 7:30 on the morning of the third day of the conference. Sponsored by Imax Corporation, it was opened by Imax's new chief marketing officer, Eileen Campbell, who pointed out that museum theaters offer parents a unique gift: "guilt-free screen time" for their kids.

Moderator Rich Swietek, of Friendly Giant Marketing, introduced four speakers who described recent marketing efforts. Between their presentations, he showed some "out-of-the-box" marketing efforts from various theaters: helium balloons given out by Science World British Columbia in Vancouver, with "You fart a balloon's worth of gas a day" printed on them; a viral video created by New England Aquarium that seems to show a shark swimming up Boston's Charles River; the use of mobile apps to build attendance by the Smithsonian and Boston's Museum of Science; and video of a robot tossing a ball for a dachshund, made (see GSCA on page 6)

**Premiering This Month** The Hobbit: The Desolation of Smaug See page 9.

## **Imax & LLE Demo Lasers**

In early November, Imax Corporation and Laser Light Engines, Inc., hosted demonstrations of laser-illuminated projectors for industry professionals in California. Imax invited select members of the giant-screen and Hollywood movie industries to their headquarters in Santa Monica to see 2K images projected with the prototype laser projector developed by Eastman Kodak in 2011. A week later, Laser Light Engines held a more open demonstration in Burbank featuring a 4K NEC projector in which an external laser light source replaced the original xenon lamp house.

#### The promise of lasers

As the transition from film to digital projection continues for conventional and giant-screen theaters alike, the next advance in projection technology, particularly for giant screens and the larger conventional theaters, will be replacing xenon arc lamps with laser light sources. Laserpowered systems offer the potential of much greater light output - particularly important for 3D projection – with higher contrast and a wider color gamut than xenon projectors can provide, while using (see LASERS on page 2)

#### LF Examiner Is Moving — Again!

Effective Ian. 1, 2014, the new address for LF Examiner will be:

LF Examiner 8713 Castle Hill Ave. Las Vegas, NV 89129 Please update your records.

The phone number will continue to be 10-997-2780 initially, but will probably change some time in January or February. We will update you with the new number at that time.

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### Imax and LLE Showed Lasers in November

(from LASERS on page 1)

less electrical power and generating less waste heat. Laser light can be transmitted via fiber optic cable. allowing the light source to be placed outside the projector. This offers the possibility (in future systems) of making projector heads small and quiet enough to be mounted inside auditoriums, eliminating the need for separate projection booths. In multiplexes, racks of lasers could be located in a central "laser farm" with a single cooling system, and their light distributed to each theater through fibers connected to a patch panel. If a single laser failed, a

Adding to their inherent efficiency, lasers have longer lives, and offer more stable light output over that lifespan, than xenon lamps, which lose about half their brightness over time. On the down side. lasers are currently relatively expensive, although the as more are produced.

All laser-illuminated projectors being developed now use multiple lasers per color, with the light output – and system price – determined by the number and kind of lasers needed. More so than with xenon systems, which have a limited number of set power levels, most laser projectors will probably be installed with a set of lasers customized to each theater's screen size and throw. Thus, the same basic projector installed in a very large auditorium might be significantly more expensive than one in a smaller theater.

#### Imax and LLE's systems

Working with Netherlands-based projector maker Barco, and using patented technologies acquired from Kodak and other sources, including its own research, Imax Corporation is building its new laser system from the ground up. In contrast, LLE is, initially at least, providing light sources that will be retrofitted into standard digital cinema projectors. It is working with NEC, but the company says its systems will be available for all DLP digital cinema projectors as well as Sony's 4K LCOS systems. Each approach – retrofitting or starting from scratch – has its pros and cons.

For instance, by starting with existing projectors, LLE's system will be available sooner — orders taken now will be filled in six months — and at lower cost: customers may not have to buy a whole new projector, but will simply add laser light sources to their vide technical details about the system, or say how (compatible) existing digital systems. LLE has not the Kodak prototype they were showing differs from given out pricing info, but as we reported last the next-gen system.

month, the company's Rick Posch told the Giant Screen Cinema Association conference in September that he expected laser systems to add between \$10 and \$15 per lumen to the cost of the existing projector. Thus, a 60,000-lumen light source retrofit (without projector) might cost between \$600,000

In contrast, Imax's new system, still being developed, will not be available until early 2015, and the price tag is expected to be over \$1 million, plus royalty fees and a mandatory maintenance contract. In Imax's system, the lasers will directly generate the spare module could be patched in to replace it in red, green, and blue primary colors, and will maintain the lasers' inherent polarization. This promises to be more efficient, potentially using less power and eliminating the light loss caused by polarizing filters. In LLE's system, red, green, and blue lasers are mixed to create a white light that the projector head then splits apart into separate colors; the lasers cost of individual laser modules is expected to drop have to provide more light to compensate for the light lost to polarizers, which remain necessary in a retrofitted projector. (LLE says it will eventually offer a dual-projector 3D system that, like the Infitec and Dolby 3D systems, will use six primaries slightly different shades of red, green, and blue for each eye — instead of polarizers. This will eliminate the need for filters on the projector.)

#### The Imax demo

Imax held half-day demos in its Santa Monica screening rooms in the first week of November. More than 40 invited GS clients attended on Wednesday, Nov. 6; dome clients in the morning and flat-screen operators in the afternoon. (Variety reported that a total of 250-300 people, including multiplex operators, Hollywood producers, and distributors, attended on other days that week.)

The laser demo consisted of about 15 minutes of clips, projected with the 2K Kodak prototype projector, and with the company's new sound system. The demo highlighted contrast more than brightness, since the single Kodak unit does not put out as much light as the production system, with two 4K projectors, will. A split-screen demo compared the opening white-on-black title slide of MacGillivray Freeman Films' new release, Journey to the South *Pacific*, on a 15/70 film loop, side-by-side with the laser image, to show the laser's deeper black. The group also saw all of Journey, but projected on a standard IMAX digital system. Imax reps did not pro-

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### Directory, cont'd

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Marbles Kids Museum 201 E. Hargett Street Raleigh, NČ 27601 USA

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Marvel Studios 1600 Rosecrans Ave Manhattan Beach, CA 90266 3708 USA ГеІ: 310-550-3100 www.marvel.com/

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Attendees were also told about Imax's plans to increase documentary production over the next few years, as outlined by VP Mike Lutz at the GSCA's conference in Ottawa (see story on page 1.)

Imax declined LF Examiner's request for an invitation, but several GS-industry participants (who preferred to remain anonymous) said they were impressed by the quality of the laser image, particularly its enhanced contrast range, which gave it a film-like quality. The 3D was very good, they said, and the new sound system "rocked," according to one. Dome operators we heard from were not as impressed,

since the relatively small flat screen didn't offer much guidance on how the next-gen 4K system will look on giant domes.

### The LLE demo

A week later, Laser Light Engines held its demos in a Burbank screening room owned by Technicolor. (LFX was invited, and attended.) Two separate sessions, one for 2D and one for 3D, were repeated several times over the course of four days. Attendees cluded studio cinematographers, projector makers, and

exhibitors, including a few GS people. Attending the same sessions as LFX were former columnist Marty Shindler, Blaze Digital Cinema Works' Paul Fraser, and David and Patricia Keighley of Imax Corporation. In all, more than 300 people attended LLE's ten sessions over four days.

In the 2D demo, images from two identical NEC 4K projectors were first proiected side-by-side onto a matte white screen, with one projector using a standard xenon lamp, and the other a retrofitted laser system. The footage was projected butterfly-style, so the right side was mirrored on the left. The trailer for *Toy Story* 3, clips from some GS films, and other

patterns to show color balance, contrast, and resolution.

The images looked nearly identical, except for very slight differences in hue. Although some might have expected the company to show off the greater brightness capability of the laser system, LLE founder and EVP Bill Beck explained that their intent was first to show that laser projectors could be virtually indistinguishable from the current technology. He said they might show how much better they can look in a later demo.

On the matte white screen, laser's most problematic artifact, speckle, was nearly apparent when using a silver screen. This was the case in the LLE demo, but at its worst it was still very subtle. Speckle was more noticeable when seen side-by-side with the xenon image, but most viewers probably wouldn't notice it unless it was pointed out to them, and even then it is not distracting.

LLE's 3D demo used the laser projector as one eye and the xenon as the other. This enabled viewers to perceive that there was essentially no difference between the two images, since variations in brightness, contrast, or color would have altered the 3D effect. Although the very faint speck-

ling made it possible to tell which eye was the laser, the uniformity of the image between the two was impressive. Beck says the company is continuing to work on the speckle problem on silver screens. and expects further improvements in the near future.



Laser Light Engines' setup in Burbank: identical NEC 4K projectors, xenon on left, laser on right. The laser modules are in the rack on the far left, connected to the projector by a fiber cable

effect one sees when a laser beam is shone

on a surface. It is caused by interference

patterns in the reflections of the laser's

coherent light. Makers of laser-illuminated

projectors employ a number of techniques

to reduce speckle, which is generally most

visible in bright, evenly lit image areas.

LLE showed that on matte screens it has

essentially solved the problem, although

Beck said he thought there was still room

However, most 3D systems (including

IMAX and RealD) require a silver screen,

which maintains each eye's distinct polar-

ity of the light. Since speckle is caused by

for improvement.

#### Lasers' future

As we have reported previously, Christie, Inc., the third maker (with Barco and NEC) of DLP digital cinema projectors, has demonstrated its laser system publicly (see LFX, April

imperceptible. Speckle is the shimmering 2013), and has announced that the first permanent laser projector installation will occur early next year at the Cinerama Theater in Seattle (see Shorts, September 2013). Thus, all three DLP suppliers have staked a position in the laser race, and Laser Light Engines says it will provide systems for Sony's LCOS projectors.

This means that GS and conventional theaters will have a wide range of options from which to choose as they consider laser systems. Although the largest screens will be the first to benefit from laser technology – there are more than 90 GS theaters with screens wider than 80 feet (24 meters) – if prices come down as expected, footage were projected, followed by test polarized light, it will naturally be more eventually most GS theaters may reap the

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### THE BIZ

#### **NEWS**

#### Imax posts \$1.6 million Q3 profit

For the third quarter ending Sept. 30, 2013, Imax Corporation posted a profit of \$1.6 million (\$0.02 per share) on revenues of \$51.7 million, compared to a profit of \$14.9 million (\$0.22 per diluted share) on revenues of \$80.7 million in the same guarter of 2012. For the first nine months of 2013, the company reported a profit of \$16.3 million (\$0.24 per share) on revenues of \$183.9 million, down from a profit of \$28.5 million (\$0.42 per diluted share) on revenues of \$206.5 million to 70 feet (21.3 meters) wide, although it in the first nine months of 2012.

Imax signed deals for 99 theaters and installed 28 in 2013's Q3, compared to 41 signings and 33 installation in the same period of 2012. Theater backlog as of Sept. 30, 2013, stood at a record 333 new systems and 23 "upgrades." The total number of IMAX theaters operating as of the end of Q3 was 785, compared to 689 at the same time in 2012.

Despite the relatively poor Q3 performance, Imax shares jumped 5% the day the results were announced, from \$27.55 to \$28.94, and continued to rise, hitting a two-year high of \$31.12 in first half of November.

#### Imax adds digital to film screens

In Imax Corporation's quarterly conference call with analysts (see item above), CEO Richard Gelfond revealed that the company has recently added its first-gen, 2K-based digital projection system to several multiplex theaters with screens over the largest remaining 15/70-only multi-80 feet (24.4 meters) wide. As the number plex theaters in North America. Although of DMR titles printed to 15/70 film declines, premiere IMAX theaters in New York, Los Angeles, San Francisco, and elsewhere were missing out on revenue tal system when it is launched late next from digital-only releases, such as the first year. Hunger Games film last spring, and this fall's big hit, Gravity.

Francisco), AMC Universal Citywalk Sta- Games: Catching Fire were struck.

dium 19 (Los Angeles), Regal Irvine (CA) D3D to convert Louisville Spectrum 21, and in Canada the Cineplex Scotiabank Theatre Toronto, and Cineplex Cinema Banque Scotia Mont-

As was the case with more than 35 previous locations, the digital systems did not replace the 15/70 systems, but were installed on rail systems that allows switching between the two.

The first-gen, xenon-powered IMAX digital system was intended for screens up has been installed in larger screens before



The Kentucky Science Center in Louisville.

this, including the Samsung IMAX in Bucharest, Romania (121 feet/37 meters), SM Mall of Asia IMAX Theatre in Manila, Philippines (95 feet/29 meters), and IMAX Theatre Seven Stars Mall in Krasnodar, Russia (90.4 feet/27.6 meters).

The six recently converted theaters were neither Imax nor the exhibitors have said so officially, these theaters will presumably get the next-gen, laser-powered IMAX digi-

Ten out of 2013's domestic DMR titles were printed to 15/70 film, but the num-The theaters in question include the ber of prints made for any given release AMC Loews Lincoln Square 13 (New has been declining. According to sources, York City), AMC Loews Metreon 16 (San only 15 prints of November's *The Hunger* 20.

D3D Cinema will convert the IMAX theater at the Kentucky Science Center in Louisville to digital projection early next year. The 25-year-old, 230-seat 2D GT theater will close early in January for the conversion and reopen on Feb. 8 with a Barco 4K system with RealD 3D and a Oube server.

#### BIG & Digital to dist Napa film

Las Vegas-based BIG & Digital, LLC, will be the worldwide distributor of Napa Valley Dreams to giant-screen theaters in

museums and attractions. The 41minute film was produced, written, and directed by Rodney Vance, and photographed by Christopher Rusin and John Tagamogolila, and will be available in digital 2K and 4K. It is the first documentary to be mixed for Dolby's Atmos sound system.

The film "captures the exquisite light, color, and texture" of California's Napa Valley, which "many consider to be one of the most beautiful places on earth," according to a press

The film, shot in 4K and 5K digital, began showing at the Cameo Cinema in Napa in May, 2013, had its GS industry premier at the Giant Screen Cinema Association annual conference in Ottawa, ON, Canada, in September.

HGCF

Hidl Iniv

Hobbit2

HOTB

HumanBoo

Jerusale

JTTSP

LastReet

LivingSe

LOLL

Meerkats

MOTM

MOTN

MOTUW

Mummies

Niagara

MTTM

Hunger Games: Catching Fire. The

Hobbit: The Desolation of Smaug

Hidden Universe 3D

Human Body, The

Jerusalem 3D

Living Sea, The

Meerkats 3D

Legends of Flight

Magic of Flight, The

Mystery of the Maya

Molecules to the Max

Neelkanth Darshan

Ocean Wonderland 3D

Mystery of the Nile

Hurricane on the Bayou

Journey into Amazing Caves

Journey to the South Pacific

Kenya 3D: Animal Kingdom

Light Before Christmas, The

Legend of Loch Lomond, The

Mysteries of the Unseen World

Mummies: Secrets of the Pharaohs

Niagara: Miracles, Myths, and Magic

Lewis & Clark: Great Journey Wes

#### Imax theater deals

Imax Corporation has announced theater deals with exhibitors in the U.S., Great Britain, Germany, and South America. In the U.S., Georgia-based Carmike Cinemas has signed a deal to add ten IMAX screens to new and existing multiplexes in Georgia, Tennessee, and Texas. In the past year, Carmike has acquired locations including ten IMAX theaters from Rave Cinemas, Cinemark Holdings, and Muvico Theaters, Inc. The deals will bring Carmike's total of IMAX installations to

In the U.K., Showcase Cinemas, a sub-

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Theater	Film	Open	Close	Theater	Film	Open	Close	Theater	Film	Open	Close
Taipei AM	AirRacer	10/10/12	12/31/13		GWS	10/4/13	10/4/14	Washington NASM	AirRacer	5/25/12	12/31/13
	DPTP	9/13	9/14		HumanBod	12/1/13	6/30/14		ToFly	7/1/76	
	SpacJunk	1/1/13	12/31/13		Jerusale	3/7/14	12/31/14	Washington NMNH	Dolphins	1/1/13	12/31/13
Taipei MCRC	Sharks3D	1/1/14	12/31/14		L&C	2/28/14	6/30/14		Everest	1/1/13	12/31/13
	WS3D	7/1/13	1/1/14		RME	10/1/11	12/13		FlyMons	5/25/12	5/14
Tallahassee CLC	GWS	6/15/13	6/15/14	Toyohashi	TOTIA	5/1/13	5/1/14		HOTB	1/1/13	12/31/13
	SpacJunk	2/10/12	3/31/14	Valencia Spn	LastReef	7/5/13	7/5/14		L&C	1/1/13	12/31/14
Tampa MOSI	CRA	12/11/20	12/11/20		MOTN	1/1/12	12/31/13		Pulse	1/1/13	12/31/13
	Everest	11/21/13	2/14/14	Vancouver TWS	RME	4/8/12	12/13		TOTIA	10/18/13	10/31/14
	FOTB	2/8/13	2/7/14	Victoria DCI	FON	6/1/13	12/31/13		UWT3D	3/15/13	3/31/14
	GWS	5/24/13	5/24/14		HidUniv	10/25/13	10/24/14	West Nyack Imx	Jerusale	9/23/13	
	HidUniv	10/25/13	10/24/14		Kenya	6/14/13	12/31/13	,	SpacJunk	2/28/13	2/1/14
	MOTN	11/21/13	2/14/14		Pulse	10/1/13	6/30/14	Wilmington DE Penn	Jerusale	12/6/13	1/31/14
	TopSpeed	11/21/13	2/14/14		RME	6/28/13	5/28/14	Zion	ZionCany	7/1/08	
	TTL	11/21/13	2/14/14		SpacJunk	10/25/13	6/30/14				
Tijuana	Arabia3D	10/26/13	12/31/13		TOTIA	8/30/13	8/30/14				
rijaaria	LastReef	3/1/13	3/1/14	Virginia Beach AMSC	D&W3D	1/1/13	12/31/13				
	TOTIA	11/28/13	11/28/14	Til girila Bodon Tillioo	Penguins	11/29/13	5/28/14				
Toluca MCIM	FlyMons	6/1/13	1/31/14		SeaRex	11/10/12	12/31/13				
TOTAGE INTOINT	LastReef	2/1/13	2/1/14	Vulcania	Vulcania	2/22/02	12/3//13				
Toronto OSC	FOTB	4/8/13	4/11/14	Warsaw CC	AfricAdv	10/4/13	10/3/14				
10101110 030	IUID	4/0/13	4/11/14	waisaw CC	MITICAUV	10/4/13	10/3/14				

### **Key to Film Abbreviations**

Film	Title	Year		Dist	Film	Title	Year		Dist
AfricAdv	African Adventure 3D	2007	3D	nWP	Ozarks	Ozarks: Legacy and Legend (aka Fiddle)	1993		IMAX
AirRacer	Air Racers 3D: Forces of Flight	2012	3D	3DED	Penguins	Penguins 3D	2013	3D	nWP
AIWC	Adventures in Wild California	2000		MFF	Pulse	Pulse: A Stomp Odyssey	2002		GSF
Alamo	Alamo: The Price of Freedom	1988		MFF	RATW	Ride Around the World	2006		GSF
Amazon	Amazon	1997		MFF	Rescue	Rescue 3D	2011	3D	K2
Animalop	Animalopolis	2008	3D	K2	Rheged	Rheged: The Lost Kingdom	2000		unk
Arabia3D	Arabia 3D	2010	3D	MFF	RME	Rocky Mountain Express	2011		SLC
Bears	Bears	2001		PCI	ROF	Ring of Fire	1991		MFF
BTBW	Born to Be Wild	2011	3D	IMAX	SAA	Shackleton's Antarctic Adventure	2001		NGD
CRA	Coral Reef Adventure	2003		MFF	SeaMonst	Sea Monsters: A Prehistoric Adventure	2007		NGD
CV	Cosmic Voyage	1996		IMAX	SeaRex	Sea Rex: Journey to a Prehistoric World	2010	3D	3DED
D&W3D	Dolphins & Whales 3D	2008	3D	3DED	Sharks3D	Sharks 3D	2004	3D	3DED
DIA	Dream is Alive, The	1985		IMAX	SpacJunk	Space Junk	2012	3D	K2
DinoAliv	Dinosaurs Alive	2007	3D	GSF	TA	Tornado Alley	2011	3D	GSF
Dolphins	Dolphins	2000		MFF	ToFly	To Fly!	1976		MFF
DPTP	Dinosaur Passage to Pangaea	2011	3D	CGI	TopSpeed	Top Speed	2003		MFF
Dragons	Dragons: Real Myths and Unreal Creatures	2013	3D	B&D	TOTIA	Titans of the Ice Age	2013	3D	GSF
DS3D	Deep Sea 3D	2006	3D	IMAX	TTA	To the Arctic	2012	3D	IMAX
EarthWin	Earth Wins, The	2013		HFL	TTL	To The Limit	1989		MFF
Everest	Everest	1998		MFF	UWT3D	Ultimate Wave Tahiti 3D, The	2010	3D	K2
FightPil	Fighter Pilot: Operation Red Flag	2004	3D	K2	Vulcania	Vulcania	2002		unk
FlyMons	Flying Monsters 3D	2011	3D	NGD	WATE	Wild Australia: The Edge	1997		MSI
FMTTM	Fly Me to the Moon	2008	3D	nWP	WildOcea	Wild Ocean	2008	3D	GSF
FON	Forces of Nature	2004		NGD	Wolves	Wolves	1999		PCI
FOTB	Flight of the Butterflies	2012	3D	SKF	WS3D	Wild Safari 3D	2005	3D	NGD
GC	Grand Canyon: The Hidden Secrets	1985		NGD	WTP	We the People	2013		ISP
GCA	Grand Canyon Adventure: River at Risk 3D	2008	3D	MFF	WTTR3D	Waking the T-Rex: The Story of Sue 3D	2010	3D	GSF
GreatNor	Great North	2000		BFI	WWSS	Wildest Weather in the Solar System	2013	3D	NGD
GWS	Great White Shark	2013	3D	GSF	ZionCany	Zion Canyon (aka TOTG)	1994		BFI
HaunCast	Haunted Castle	2001	3D	NGD	,	<u> </u>			
HCBTD	Hearst Castle: Building the Dream	1996		NGD			_	_	

3D

3D

3D

WB

NGF

NGF

MFF

3DFF

NGD

SKF

GSF

unk

NGD

3DFD

2013

2013

2006

2001

2013

2013

2013

2002

2010

2002 2012

1995

2005

2013

2009

2007

2005

1987

2003

3D

2001

	Decer	nb	er 2013	В	ooking	s Co	ount
#	Film	#	Film	#	Film	#	Film
46	TOTIA	6	FightPil	2	Animalop	1	HCBTD
40	LastReef	6	L&C	2	Arabia3D	1	HGCF
37	FOTB	6	MOTN	2	D&W3D	1	Hobbit2
31	Jerusale	6	SeaRex	2	GC	1	JTTSP
27	GWS	5	AfricAdv	2	JIAC	1	LOLL
25	Penguins	5	EarthWin	2	Niagara	1	MOTM
18	SpacJunk	5	Everest	2	Pulse	1	MTTM
16	RME	5	FON	2	RATW	1	ND
15	TA	5	HumanBod	2	WildOcea	1	OW3D
14	HidUniv	5	LivingSe	2	WTP	1	Ozarks
13	DPTP	5	UWT3D	2	WWSS	1	Rheged
13	Rescue	4	AIWC	1	Alamo	1	ToFly
12	LBC	4	HOTB	1	Amazon	1	TopSpeed
11	AirRacer	4	Meerkats	1	Bears	1	TTA
11	MOTUW	4	Mummies	1	BTBW	1	TTL
10	DinoAliv	4	SeaMonst	1	Closed	1	Vulcania
10	FlyMons	3	CRA	1	CV	1	WATE
9	GCA	3	LOF	1	DIA	1	Wolves
8	Dragons	3	MOF	1	DS3D	1	WS3D
8	Kenya	3	ROF	1	FMTTM	1	ZionCany
7	Sharks3D	3	SAA	1	GreatNor		
6	Dolphins	3	WTTR3D	1	HaunCast		

Theater	Film	Open	Close	Theater	Film	Open	Close	Theater	Film	Open	Close
	TOTIA	9/1/13	9/1/14		TOTIA	6/7/13	6/7/14	Puebla	TOTIA	6/7/13	6/7/14
Houston MNS	AirRacer GWS	1/1/13 8/2/13	12/31/13 8/2/14	Memphis Pink	GWS LivingSe	6/22/13 1/13/13	6/22/14 12/31/13	Quebec	Dragons LastReef	6/13/13 10/15/12	5/15/14 10/4/14
	Jerusale	10/4/13	10/1/14		TOTIA	3/1/13	3/1/14		TOTIA	9/6/13	9/6/14
	Mummies	6/15/13	6/30/14	Mexicali	Dragons	6/28/13	12/31/13	Raleigh	HGCF	11/22/13	12/12/13
	RME	5/24/13	3/28/14	Maying City Dan	LastReef	6/30/12	7/6/14		Hobbit2	12/13/13	1/14
	SeaRex TOTIA	1/2/13 1/25/13	12/31/13 1/25/14	Mexico City Pap	GWS TOTIA	7/5/13 5/1/13	7/5/14 5/1/14		JTTSP LastReef	<b>12/13/13</b> 12/7/12	<b>12/12/14</b> 12/7/13
Huntsville USSRC	FightPil	7/1/13	1/31/14	Milwaukee	FOTB	5/28/13	12/31/13		MOTUW	11/1/13	10/31/14
	HidUniv	7/1/13	6/30/14		Penguins	1/15/14	6/15/14		TOTIA	2/1/13	2/1/14
	SpacJunk TA	6/18/12 4/5/13	4/30/14 6/5/14		SpacJunk WWSS	9/27/13 3/8/13	1/14/14 12/31/13	Regina	UWT3D RME	2/2/11 3/29/13	3/31/14 3/28/14
Hutchinson	HidUniv	6/28/13	6/27/14	Mobile	FOTB	1/14/14	5/4/14	Richmond SMV	FOTB	5/1/13	4/30/14
	Jerusale	9/20/13	9/1/14		Jerusale	9/1/14	1/31/15	Sacramento Imx	AIWC	1/1/13	12/31/13
	Kenya	3/15/13	12/31/13		LBC	12/13	12/13		FOTB	8/13/13	2/28/14
	LastReef TOTIA	<b>10/5/12</b> 3/1/13	<b>9/30/14</b> 3/1/14		SpacJunk TTA	4/1/14 9/7/13	10/31/14	Saint Augustine	LastReef FOTB	1/15/13 1/18/13	1/15/14 1/19/14
Indianapolis Imx	GWS	5/24/13	5/24/14	Montreal SC	GWS	5/29/13	5/29/14	g	GWS	8/9/13	8/9/14
	LastReef	10/4/13	10/4/14		TOTIA	9/6/13	9/6/14		LastReef	2/1/13	2/1/14
	Penguins TOTIA	<b>5/2/14</b> 11/15/13	<b>11/1/14</b> 11/15/14	Moscow BFC	DinoAliv LOF	4/9/13 10/17/11	4/9/14 12/31/13	Saint Félicien	WTP GreatNor	<b>1/3/14</b> 4/1/13	1/2/15 4/1/14
Jakarta KE	Rescue	4/12/13	4/12/14		Mummies	4/9/13	4/9/14	Saint John's JGC	FOTB	7/17/13	7/16/14
Jersey City	DPTP	10/13	4/14		TOTIA	10/15/13	10/31/14	Saint Louis SC	AirRacer	3/1/13	12/31/13
	GWS HOTB	10/4/13 1/14/13	10/4/14 1/13/14	Mumbai	AIWC GCA	2/1/13 2/1/13	1/31/14 12/31/13	Saint Paul SMM	Jerusale HumanBod	10/4/13 1/1/13	9/27/14 12/31/13
	Penguins	6/28/13	1/10/14	Nanjing YSTC	UWT3D	2/1/13	2/10/14	Sallit Paul Siviivi	MOTM	6/1/13	6/1/14
	TA	2/1/13	2/1/14	New Delhi ICC	ND				TA	9/28/12	12/31/13
Ko gow-	TOTIA	6/7/13	6/7/14	New Orleans	GWS	5/24/13	5/24/14	Saitama SSH	DPTP	6/13	6/14
Kagawa Kagoshima	DPTP <b>DPTP</b>	5/13 <b>1/13</b>	5/14 <b>1/14</b>		HaunCast HOTB	9/15/13 8/29/06	11/15/14	Sakai FCSC	FOTB DPTP	2/18/13 1/13	2/17/14 1/14
.ugosiiiia	FOTB	10/2/13	12/28/13		Penguins	11/1/13	6/30/14	Salt Lake City Clark	Dragons	6/28/13	6/28/14
Kansas City Sci	TA	4/5/13	10/5/14	New York AMNH	MOTUW	1/1/14	6/30/14		LBC	12/13	12/13
Kaohsiung NSTM	WTP FOTB	<b>11/8/13</b> 7/1/13	<b>5/18/14</b> 12/1/13	Niagara Can DCI	Penguins	7/8/13 7/1/86	1/9/14	San Antonio 2D San Antonio 3D	Alamo LastReef	10/4/13	10/4/14
Kaulisiuliy N3 IIVI	LastReef	12/15/12	12/7/13	Niagara NY DCI	Niagara Niagara	5/1/07		San Diego NHM	TOTIA	7/5/13	7/5/14
	SpacJunk	1/1/14	6/30/14	Norwalk	BTBW	10/19/12	1/16/14	San Diego RHF	DS3D	11/13	10/14
Katoomba	WATE	6/1/97	10/2/14		GWS	10/4/13	10/4/14		FOTB	10/12/12	12/31/13
Katowice CC Killeen	AfricAdv DPTP	10/4/13 5/12	10/3/14 5/14		LastReef Sharks3D	1/18/13 1/18/13	1/16/14 1/16/14		MOTUW RME	11/8/13 4/1/13	<b>10/31/14</b> 3/14/14
Killoon	DPTP	1/13	12/14		TA	6/21/13	1/16/14	San Jose Tech	FOTB	2/9/13	2/8/14
Kolkata SC	AIWC	1/1/13	1/1/14	Oklahoma City SMO	Rescue	3/8/13	3/8/14		HidUniv	9/7/13	9/6/14
Koriyama	GCA DPTP	1/1/13 11/13	12/31/13 11/14	Omaha Zoo	DinoAliv Kenya	3/1/13 5/1/13	3/1/14 12/31/13	San Simeon DCI	MTTM HCBTD	1/1/13 8/17/96	12/31/13
Krakow CC	AfricAdv	10/4/13	10/3/14		Penguins	8/6/13	2/25/14	Seattle PSC 2	FightPil	6/14/13	6/14/14
Kuwait SCK	Animalop	9/6/13	9/6/14	Orlando D SC	Meerkats	2/23/13	12/31/13		Jerusale	9/27/13	9/26/14
	GWS	10/15/13	10/15/14	Orlando SC	FlyMons	7/1/13	6/30/14		LastReef	1/11/13	1/11/14
Las Palmas	Penguins LastReef	8/9/13 3/1/13	2/8/14 3/1/14		MOTUW Penguins	11/1/13 9/4/13	11/30/14 3/13/14		TA TOTIA	12/20/11 10/4/13	12/19/13 10/4/14
Las i annas	LOF	3/15/13	3/21/14		TOTIA	10/4/13	10/4/14	Seoul 63	LastReef	7/5/13	7/5/14
Lehi	GWS	9/6/13	9/3/14	Oulu	DinoAliv	1/1/12	12/31/13	Shanghai 3D STM	RATW	5/1/12	3/3/14
	Jerusale MOTUW	10/18/13 12/20/13	10/17/14 12/19/14	Paris Geo	Dragons Jerusale	7/9/13 10/15/13	7/8/14 10/14/14	Shanghai STM 3D Shanghai STM Dome	LastReef Rescue	3/1/13 6/30/13	3/1/14 6/30/14
	TOTIA	1/25/13	1/25/14	Parker	GWS	11/30/13	5/31/14	Shanghar Shir Dome	Wolves	1/1/13	12/31/13
Leon Exp	Dragons	1/10/14	2/10/14		LastReef	3/1/13	3/1/14	Shreveport	AirRacer	3/16/13	12/31/13
	FOTB LastReef	<b>12/1/13</b> 6/1/13	<b>6/30/14</b> 12/31/13		Penguins TOTIA	12/1/13 10/4/13	6/30/14 10/4/14		HumanBod RME	9/1/13 9/12	8/28/14 4/14
Loch Lomond	LOLL	7/24/02	12/31/13	Penrith	Dragons	7/1/13	6/30/14	Singapore DC	AirRacer	1/1/13	12/31/13
Lodz CC	AfricAdv	10/4/13	10/3/14		EarthWin	6/25/13	6/24/14	3,1,1	Penguins	9/16/13	1/15/14
London BFI	DinoAliv	12/14/12 1/1/14	12/31/13 12/31/14		FOTB	7/1/13 7/1/00	6/30/14	Cinganara CC	TA TOTIA	4/1/12 8/2/13	12/31/13 8/2/14
	Jerusale Penguins	9/6/13	6/5/14	Pensacola NAM	Rheged FightPil	6/8/11	7/14	Singapore SC Sinsheim	GCA	10/31/09	12/31/13
	SpacJunk	12/14/12	2/25/14		LBC	12/13	12/13	Sioux Falls	GWS	9/1/13	9/1/14
London SM	FOTB	9/6/13	6/30/14		MOF	11/8/96	(12011.4		L&C	2/1/13	1/30/14
	HidUniv Penguins	10/18/13 7/22/13	4/17/14 7/21/14	Peoria RM	RME GCA	1/1/13 8/16/13	6/30/14 8/15/14		LBC TOTIA	12/13 6/1/13	12/13 6/1/14
	SeaRex	11/12/12	12/31/13		SeaMonst	10/20/12	12/13/13	Speyer Dome	Dolphins	8/22/12	12/31/13
Los Angeles CSC	FON	5/1/14	7/30/14	Philadelphia FI	FOTB	4/8/13	1/7/14		Jerusale	12/12/13	12/11/14
Louisville SC	FOTB AirRacer	9/27/13 4/19/13	2/28/14 12/31/13		Kenya Penguins	9/3/13 6/15/13	3/3/14 12/13/13		MOF MOTN	12/5/11 1/1/12	12/31/13 12/31/13
Louisville 30	TOTIA	11/28/13	11/28/14		ROF	10/1/13	9/30/14	Spokane RP	Closed	9/3/13	3/1/14
Lubbock SS	GWS	7/5/13	7/5/14		SeaRex	11/22/12	12/31/13		RME	3/8/13	2/28/14
	Jerusale LBC	10/11/13 12/13	9/30/14 12/13	Phoenix ASC	Penguins Rescue	11/22/13 11/22/13	11/21/14 5/29/14	Stockholm	FlyMons FOTB	5/19/13 4/26/13	12/31/14 4/14/14
	SpacJunk	5/24/13	12/7/13		SpacJunk	8/23/13	2/6/14		HidUniv	9/15/13	9/14/14
Lucerne	AirRacer	6/1/13	12/31/13		TA	6/6/13	6/6/14		HumanBod	1/1/12	12/31/14
	Kenya	9/1/13	9/1/14	Pittsburgh CSC	Animalop	1/1/10	3/15/14		LastReef	5/11/12	5/4/14
Lucknow	RATW AIWC	11/1/10 1/1/13	12/31/13 1/1/14		CRA Dolphins	1/1/13 1/1/13	12/31/13 12/31/13		SAA <b>TOTIA</b>	3/1/12 <b>11/29/13</b>	12/31/13 <b>11/29/14</b>
LUCKTIOW	GCA	1/1/13	12/31/13		FON	6/1/13	12/31/14	Sudbury	Dragons	2/1/14	2/28/14
McMinnville	AirRacer	5/25/12	12/31/13		GCA	1/1/13	12/31/13		FlyMons	2/8/13	1/31/14
	FightPil	3/23/12	7/1/14		HOTB	1/1/13	12/31/13		FOTB	6/27/13	1/27/14
	HidUniv Jerusale	6/28/13 9/27/13	6/27/14 9/26/14		Jerusale JIAC	<b>3/7/14</b> 1/1/13	<b>3/6/15</b> 12/31/13		Jerusale LastReef	<b>4/19/14</b> 5/1/13	<b>4/13/15</b> 5/1/14
	L&C	11/27/13	1/10/14		MOTN	1/1/12	12/31/13		MOTN	1/1/13	12/31/13
	LOF	3/23/12	6/18/14		MUTUW	1/2/14	1/1/15	Cudno::WDC	Rescue	10/4/12	4/4/14
Melbourne HCL	Rescue HidUniv	6/1/12 9/1/13	5/31/14 8/31/14	Poitiers Imax	SAA Everest	1/1/13 7/1/13	12/31/13 1/31/14	Sydney WBS	HidUniv Jerusale	9/1/13 <b>2/1/14</b>	8/31/14 <b>1/31/15</b>
Melbourne MV	DinoAliv	1/6/10	12/13	Poitiers Imax Poitiers Imax 3D	SeaMonst	2/1/11	1/31/14		LastReef	5/3/12	6/1/14
	EarthWin	8/29/13	8/28/14		UWT3D	2/1/13	1/31/14		TOTIA	3/1/13	3/1/14
	FOTB	3/21/13	3/20/14	Portland OMSI	MOTUW	11/29/13	11/17/14	Taichung NMNS	FlyMons	7/1/13	6/30/14
	GWS	12/31/13	12/31/14	Portland OMSI I	GWS	11/29/13	11/29/14		SAA	7/1/14	6/30/15
	LastReef	12/26/12	12/31/13	Poznan CC	AfricAdv	10/4/13	10/3/14		SeaRex	1/1/13	12/31/13

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### THE BIZ

#### **DEALS PERSONNEL**

sidiary of U.S.-based National Amuse mium home theater systems. The new symbol "AMC." ments, will install its first IMAX theater in a shopping center in Kent. National Amusements operates five IMAX screens in the U.S., Brazil, and Argentina.

CineStar Cinemas, Germany's largest exhibitor, will install its second IMAX screen at the Filmpalast am ZKM multiplex in Karlsruhe, Germany, following on its installation in June of an IMAX system at Berlin's **Sony Center**. The opening date of the Karlsruhe theater was not disclosed, next-generation laser digital projection system," according to a press release.

agreed to install IMAX theaters in eight existing locations in Brazil, Guatemala, Panama, Peru, and other locations in has signed deals for five IMAX screens in Mexico and one in India. Including the six it currently operates in Mexico and the one in Brazil, the latest deal brings the chain's total IMAX commitment to 22.

#### Imax's China home theater deals

Imax Corporation has made deals with two companies to expand its presence in the premium home theater market. Chinese electronics company TCL Multimedia Technology Holdings, Ltd., will partner with Imax to develop a premium home theater system that will be launched in China and "select other global markets" in 2015. It was not clear whether they would include North America. Unlike the recently announced IMAX Private Theatre AMC launches IPO (see Shorts, April 2013), which has a re-IMAX. See LFX. April 2013.)

system will be manufactured at TCL's plants in China, but Imax will continue to make the more expensive Private Theatre in its Mississauga facility outside Toronto.

Imax's other deal was with Prima Cinema, which produces "proprietary systems [that] transmit current theatrical releases Pictures and Universal Pictures in a highly encrypted, location-sensitive fashbut it will "eventually transition to Imax's to a press release. Imax has acquired a stake and a "significant option position" in the California-based company, and will In South America, Mexico's Cinepolis use Prima's technology it its home theater systems. The release added, "As part of the agreement, Imax will receive a five-year window of exclusivity to distribute and Latin America. In the past year, Cinepolis resell Prima systems in China. IMAX will also maintain a seat on Prima Cinema's board of directors."

> Prima's systems allow users to screen served since May, folfilms in their home theaters while they are lowing the departure still being screened in multiplexes, for a fee of \$500 per screening. A fingerprint reader maintains system security.

According to the New York Times, "industry studies have predicted that the market for top-end home theater systems could be worth several hundred million dollars a year within several years, mainly because of sales in China but also in the Middle East and Russia, two other markets where very wealthy families also prefer to watch movies in their own mansions."

AMC Entertainment Holdings, Inc., ported price tag of about \$2 million, the has announced that it will go public with joint venture with TCL will produce a an IPO of 18.4 million shares of Class A "more accessible and versatile solution," common stock, expected to be offered at at the forefront of the priced around \$250,000, according to a between \$18 and \$20 per share. The computer graphics press release. (TCL is the naming sponsor funds will be used "to retire outstanding revolution, Panek has of the TCL Chinese Theater in Holly- indebtedness and also for general corpo- been instrumental for wood, which was recently converted to rate purposes, including capital expendi- over 25 years in guidtures," according to a press release. An- ing E&S through the advent and develop-

The second-largest exhibitor in North America, AMC is owned by Dalian Wanda Group, China's largest entertainment company, and the largest IMAX exhibitor in the world, with over 200 screens, including AMC's 130+. AMC was publicly traded until 2004, when it was from powerhouse studios like Paramount bought by Apollo Global Management and IPMorgan Chase & Co. It was later merged with Loews Cineplex and was ion for secure home viewing," according bought by Dalian Wanda in 2012 for \$2.6 million.

#### Gappmayer is Peoria CEO

Illinois' Peoria Riverfront Museum has

named Sam Gappmayer as president and CEO, replacing interim president and CEO Debbie Ritschel who had of Iim Richerson Gappmayer, who started in Peoria on Dec. 2, comes to the



museum from the Colorado Springs Fine Arts Center in Colorado Springs, CO.

#### **IMERSA** honors Jeri Panek

IMERSA (Immersive Media, Entertainment, Research, and Art) will honor Jeri Panek of Evans & Sutherland at the organization's 2014 Summit in Denver, March 6-9. Accord-

ing to a release, "A graduate of the University of Utah at the time that campus was



Jeri Panek

Imax CEO Richard Gelfond told the other 2.6 million shares may be offered ment of fulldome video and digital full-New York Times that the company expect later. The company will be traded on the dome technology, helping position the China to be the largest market for pre- New York Stock Exchange under the company as an industry leader with its

### **GSCA 2013 Conference and Trade Show**



Rich Swietek, Friendly Giant Marketing.

(from **GSCA** on page 1)

for the Connecticut Science Center.

Julie La Roche, from Quebec's Montreal Science Center, described the market motion. We sold 7,500 tickets, which ing for Giant Screen Films' Great White means revenue of CDN\$85,000," after Shark, which the museum combined with Groupon's 36% commission. Although it an exhibit on sharks, its first film/exhibit was a great success, La Roche advises not pairing. The marketing team set a goal of offering such special promotions too ofmaking combo tickets 30% of sales. One ten, because people will begin to expect difficulty was that the marketing budget them, but to save them for the end of the had been cut by 40%, while the revenue run, when the die-hard fans have already goals remained unchanged. Another was come, and you can bring in either new that the exhibit opened in April 2013, but audiences or people who are sensitive to the film wasn't available until May.

The campaign started with ads for the exhibit on the city's public busses for six IMAX theater at the Canadian Museum weeks, followed by ads for the film for of Civilization, host of the conference. He another six. La Roche explained: "The said he got the idea of a new partnership



This (flat) banner promoted Great White Sharks in Montreal.

office and say 'I want to buy a ticket for screenings for grades 4-7 in early June, Sharks.' 'So you want the exhibition and which Henderson admitted was "not the the film?' It was fine if they didn't know best time to launch, because people are what they were going to see. We would not thinking about writing film reviews, just sell them the combo ticket."

tion of the front of the building. The bansion inside the building of being in an aquarium. All signage in the building, and the combo tickets.

Toward the end of the run, La Roche tried a Groupon campaign, offering combo tickets at a 49% discount. "It just went crazy! Within an hour we were up to 600 transactions. It was a four-week pro-

David Henderson is manager of the goal was to create a buzz about sharks in by listening to the radio on the way to

work. He heard a fifth-grade student doing a film review and asked himself, "What if kids were given a chance to write "The IMAX Kids' Critics Chalers and their families.

Montreal. People would walk into the box gether hastily as a "trial balloon," with they're thinking about playing soccer and Another component was a large graphic going to the [vacation] cottage." But fortuthat covered the windows on a large por- nately, the kids rose to the challenge. He presented a few examples of thoughtful ner was translucent, creating the impres- reviews, but added a few of his personal favorites, like this one from five-year-old Molly: "I liked it when they found all the the museum's Web site, heavily promoted butterflies. I would have liked it if there was danger in the movie. But there wasn't. Three stars out of five." Henderson said



David Henderson, Canadian Museum of Civilization

that the same girl walked up to him as she was leaving the theater and complained, "I wish the film had more bad guys."

He said that he likes the idea of giving kids a way to engage with the film in a IMAX film reviews?" Partnering challenging, new way, and that it allows with MacaroniKid.com, a fam- them to be "providers" for their families, ily-oriented Web site, he created by potentially earning a prize they can all enjoy. He plans on repeating the program lenge," and asked kids to review with future films and perhaps even for Flight of the Butterflies. The exhibits. The idea is "scalable;" local film best reviews would win a mem- critics could also participate, perhaps as bership in the museum's IMAX judges. Many kids wrote in, "Thanks for Club, allowing free IMAX this amazing opportunity." He said, "This screenings for the winning writ-really struck a chord, and made us really proud about doing this. When kids really The program was thrown to- do show that sense of gratitude, you're on

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Film	Theater	Open	Close	Film	Theater	Open	Close	Film	Theater	Open	Close
	Montreal SC Moscow BFC Orlando SC Parker Puebla Ouebec Raleigh San Diego NHM Seattle PSC 2 Singapore SC Sioux Falls	9/6/13 10/15/13 10/4/13 10/4/13 6/7/13 9/6/13 2/1/13 7/5/13 10/4/13 8/2/13	9/6/14 10/31/14 10/4/14 10/4/14 6/7/14 9/6/14 2/1/14 7/5/14 10/4/14 8/2/14 6/1/14	TTA TTL UWT3D	Toyohashi Victoria DCI Washington NMNH Mobile Tampa MOSI Guangdong Nanjing YSTC Potitiers Imax 3D Raleigh Washington NMNH Vulcania	5/1/13 8/30/13 10/18/13 9/7/13 11/21/13 2/1/13 2/1/013 2/1/13 2/2/11 3/15/13 2/22/02	5/1/14 8/30/14 10/31/14 <b>2/14/14</b> 2/1/14 2/10/14 1/31/14 3/31/14 3/31/14	Wolves WS3D WTP WTTR3D WWSS ZionCany	Shanghai STM Dome Taipei MCRC Kansas City Sci Saint Augustine Chicago DST AP Dallas PMNS Eilat Epic Dallas PMNS Milwaukee Zion	1/1/13 7/1/13 11/8/13 13/14 5/26/10 5/25/13 9/1/12 3/8/13 3/8/13 7/1/08	12/31/13 1/1/14 5/18/14 1/2/15 12/31/13 5/25/14 9/1/14 12/31/13 12/31/13
	Stockholm Sydney WBS Tijuana	11/29/13 3/1/13 11/28/13	11/29/14 3/1/14 11/28/14	WATE WildOcea	Katoomba Eilat Epic Galveston	6/1/97 11/1/12 4/6/13	3/31/14 12/31/13				

### **December 2013 by Theater**

Theater	Film	Open	Close	Theater	Film	Open	Close	Theater	Film	Open	Close
Al Khobar	Arabia3D	1/1/13	12/31/13	Chattanooga TA	GWS	5/24/13	5/24/14		TOTIA	10/4/13	10/4/14
	Rescue	6/6/13	6/5/14		LastReef	3/1/13	3/1/14	Fort Lauderdale	FOTB	2/8/13	2/7/14
Alamogordo	TA	4/6/13	4/6/14		Penguins	11/29/13	5/28/14		Sharks3D	1/1/13	12/31/13
Albuquerque NMMMH	Jerusale	3/2/14	12/31/14	Chicago DST AP	WTTR3D	5/26/10	12/31/13	Fort Worth	Dolphins	9/3/13	12/20/13
	LBC	12/13	12/13	Chicago Imx	GWS	10/4/13	10/4/14		FOTB	12/26/12	12/1/13
	Meerkats	1/1/13	12/31/13	Chicago MSI	LastReef	6/7/13	6/7/14		LivingSe	12/26/12	12/25/13
	TOTIA	8/2/13	8/2/14		SpacJunk	3/1/13	2/18/14	Galveston	FOTB	3/11/13	3/10/14
Alexandria BA	CV	10/1/13	12/31/14	Chicago UT AP	SpacJunk	1/27/12	12/31/13		LastReef	5/1/12	12/31/13
	MOTN	10/1/13	12/31/14	Chongqing STM	SpacJunk	2/2/13	2/2/14		LBC	12/13	12/13
Amneville	DinoAliv	4/19/13	12/31/13	Cleveland	FOTB	11/27/13	11/26/14		OW3D	1/1/13	12/31/13
	LastReef	4/1/13	4/1/14		HidUniv	6/28/13	6/27/14		Sharks3D	1/1/13	12/31/13
	TOTIA	4/1/13	4/1/14		LivingSe	1/1/13	12/31/13		TA	11/1/11	12/31/13
Apple Valley Imx	Kenya	3/1/13	12/31/13	Columbus COSI	Penguins	9/21/13	3/31/14		TOTIA	11/15/13	11/15/14
	Penguins	10/13/14	4/13/15		TOTIA	3/1/13	3/1/14		WildOcea	4/6/13	12/31/13
	SpacJunk	9/3/13	1/3/14	Columbus GA NIM	Jerusale	10/18/13	10/17/14	Garden City	Jerusale	9/28/13	9/27/14
Athens Eug	Everest	10/1/13	10/31/14		L&C	1/1/13	12/31/13		L&C	7/1/13	6/30/14
Atlanta FMNH	HidUniv	9/6/13	9/5/14		RME	9/12	5/14	Garza Garcia	FOTB	9/12/13	3/19/14
	Jerusale	1/3/14	6/30/14	Copenhagen	Dragons	9/1/13	8/31/14		GWS	6/11/13	12/31/13
	Penguins	9/6/13	1/23/14		HidUniv	6/28/13	6/27/14		LastReef	12/11/13	5/11/14
	TOTIA	3/1/13	3/1/14		LastReef	5/15/12	6/1/14		TOTIA	3/14/13	3/14/14
Atlantic City	LBC	12/13	12/13		TOTIA	12/12/13	12/12/14	Gatineau	DPTP	1/13	12/13
Auckland Sky	EarthWin	2/14	2/15	Corpus Christi Lex	FightPil	5/12/12	7/14		FlyMons	5/6/13	5/5/14
Austin TSHM	FOTB	1/11/13	1/10/14		Rescue	5/1/13	6/30/14		GCA	5/1/13	3/30/14
	GWS	8/2/13	8/2/14	Dallas PMNS	MOTUW	11/1/13	10/31/14		Jerusale	9/27/13	9/26/14
	TOTIA	11/1/13	11/1/14		TOTIA	11/15/13	11/15/14		Kenya	9/27/13	3/27/14
Baltimore MSC	ROF	7/1/11	6/30/14		WTTR3D	5/25/13	5/25/14		LastReef	1/19/13	1/19/14
Baton Rouge LASM	DPTP	9/12	9/14		WWSS	3/8/13	12/31/13		Penguins	12/20/13	12/19/14
	DPTP	1/13	9/14	Daqing	LastReef	7/5/13	7/5/14		RME	9/30/11	12/13
Beijing CFM	Penguins	1/1/14	1/1/15	Davenport Put	EarthWin	3/15/14	5/14		TOTIA	4/1/13	4/1/14
D II 00	Rescue	1/14	1/15		FON	5/7/13	5/6/14	Grand Canyon DCI	GC	11/1/99	12/13
Berlin CS	LastReef	7/5/13	7/5/14		FOTB	2/15/13	8/10/14	Grand Rapids Cel	Jerusale	10/18/13	12/31/14
	TOTIA	9/6/13	9/6/14		Jerusale	11/8/13	10/31/14	Guangdong	UWT3D	2/1/13	2/1/14
Berlin CS II	AirRacer	1/1/13	7/1/14		LastReef	2/1/13	2/1/14	Guangzhou MoW	FOTB	9/15/12	9/14/14
	SeaRex	1/1/12	7/1/14		MOTUW	2/1/14	2/1/15		SpacJunk	5/1/13	10/31/14
Birmingham AL	GWS	8/2/13	8/2/14		Rescue	6/24/12	2/28/14	Guayaquil	FlyMons	4/22/13	4/21/14
	Jerusale	5/23/14	11/23/15	Dayton	DinoAliv	6/12/13	6/30/14		LastReef	4/22/13	4/22/14
	RME	9/12	1/14		FMTTM	6/6/13	12/5/13		LBC	12/13	12/13
	TOTIA	1/25/13	1/25/14		Rescue	3/6/13	3/31/14		TOTIA	4/22/13	4/22/14
Birmingham UK	GWS .	9/24/13	12/31/14	D 1 TUE	TA	6/12/13	6/30/14	Hague	Dolphins	10/11/11	12/31/13
	Penguins	11/1/13	10/31/14	Dearborn THF	FOTB	2/18/13	2/17/14		FOTB	4/23/13	4/22/14
	SpacJunk	1/1/12	1/1/14	Denver MNS	GWS	6/21/13	6/21/14		Jerusale	3/31/14	3/30/15
	TA	11/1/11	12/13		Jerusale	2/14/14	2/13/15		LivingSe	12/7/12	12/6/13
D	TOTIA	9/24/13	12/31/14		Meerkats	9/3/13	6/1/14		RME	4/2/12	4/1/14
Bogota Mal	TOTIA	3/1/13	3/1/14		MOTUW	11/1/13	10/31/14		ROF	12/7/12	12/6/13
Boston MOS	HumanBod	11/16/13	11/15/14		RME	9/12	2/14	Hamaoka	DPTP	1/13	12/13
	Jerusale	9/20/13	9/19/14	D 11.	TOTIA	2/1/13	2/1/14	Hampton VASC	FOTB	3/29/13	3/28/14
D I NEA	RME	5/1/13	10/31/14	Des Moines	Dolphins	1/1/13	12/13/13		HidUniv	10/12/13	10/11/14
Boston NEA	D&W3D	1/1/13	12/31/13		FOTB	7/1/13	6/30/14	Hangzhou Bro	Sharks3D	1/1/13	12/31/13
	GWS	5/31/13	5/31/14	Data-it MCC	JIAC	9/27/13	1/26/14	Hangzhou IC	LastReef	3/1/13	3/1/14
	LastReef	2/15/13	2/15/14	Detroit MSC	FOTB	1/11/14	7/31/14		TOTIA	1/25/13	1/25/14
	Penguins	5/24/13	1/1/15		LBC	12/13	12/13	Harrisburg	DinoAliv	5/17/13	7/31/14
Decelford	Sharks3D	4/8/11	12/31/13	Danassas CTM	TA	3/1/13	3/1/14	Heathern	FOTB	2/1/13	2/1/14
Bradford	DinoAliv	6/1/11	12/31/13	Dongguan STM	Rescue	3/14/14	2/28/15	Hartberg	Amazon	12/11/20	12/11/20
	Mummies	2/14/09	12/13	Dubai MR	LBC	12/13	12/13		Bears	3/1/13	3/1/14
	Penguins	7/20/13	1/19/14		Penguins	10/4/13	7/14/14		CRA	10/1/13	12/31/14
Branson	GC	10/15/13	5/15/14	Ede	GCA	7/19/12	7/18/14		DIA	10/1/13	12/31/14
	Ozarks	9/93	12/13	Edmonton TWS	FlyMons	12/26/13	12/12/14		Everest	12/11/20	12/11/20
D 1 100	RME	3/8/13	2/28/14		FÓN	12/26/13	12/31/14	11 15 1000	LivingSe	10/1/13	12/31/14
Budapest CC	Sharks3D	1/1/13	12/31/13		Jerusale	12/26/13	12/31/14	Hartford CSC	FOTB	9/21/13	6/30/14
Calgary TS	FOTB	6/28/13	12/28/13		LBC	12/13	12/13		LastReef	3/1/13	3/1/14
Cathardeal City	LastReef	5/26/12	7/6/14		Meerkats	12/26/13	12/31/14		SeaMonst	6/25/13	1/4/14
Cathedral City	EarthWin	1/1/14	40/04/40	E11 - E - 1	SeaMonst	12/26/13	12/31/14		TA	12/1/12	12/1/13
Chandigarh	GCA	1/1/12	12/31/13	Eilat Epic	DinoAliv	11/1/12	3/31/14	Hastings	Jerusale	11/7/13	11/6/14
01 1 17	MOF	1/13/13	12/31/13		Mummies	11/1/12	3/31/14		Kenya	6/4/13	12/31/13
Changsha Wan	Rescue	1/10/13	1/10/14		WildOcea	11/1/12	3/31/14		LastReef	6/1/12	6/7/14
Chantilly	AirRacer	10/5/12	12/31/13		WTTR3D	9/1/12	9/1/14		SpacJunk	9/13/13	4/17/14
	FightPil	12/10/04	7/14	Erie	FlyMons	7/13/13	7/12/14		TOTIA	2/1/13	2/1/14
Charlotte DP	Jerusale	9/21/13	3/30/14		TA	3/14/13	3/15/14	Hong Kong SM	LastReef	5/3/13	5/3/14

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Film	Theater	Open	Close	Film	Theater	Open	Close	Film	Theater	Open	Close
	Lehi	10/18/13	10/17/14		Moscow BFC	10/17/11	12/31/13		Spokane RP	3/8/13	2/28/14
	London BFI Lubbock SS	1/1/14 10/11/13	12/31/14 9/30/14	LOLL Meerkats	Loch Lomond	7/24/02 1/1/13	12/31/13		Toronto OSC Vancouver TWS	10/1/11 4/8/12	12/13 12/13
	McMinnville	9/27/13	9/26/14	Weerkats	Albuquerque NMMMH Denver MNS	9/3/13	6/1/14		Victoria DCI	6/28/13	5/28/14
	Mobile	9/1/14	1/31/15		Edmonton TWS	12/26/13	12/31/14	ROF	Baltimore MSC	7/1/11	6/30/14
	Paris Geo	10/15/13	10/14/14		Orlando D SC	2/23/13	12/31/13		Hague	12/7/12	12/6/13
	Pittsburgh CSC	3/7/14	3/6/15	MOF	Chandigarh	1/13/13	12/31/13	CAA	Philadelphia FI	10/1/13	9/30/14
	Saint Louis SC Seattle PSC 2	10/4/13 9/27/13	9/27/14 9/26/14		Pensacola NAM Speyer Dome	11/8/96 12/5/11	12/31/13	SAA	Pittsburgh CSC Stockholm	1/1/13 3/1/12	12/31/13 12/31/13
	Speyer Dome	12/12/13	12/11/14	MOTM	Saint Paul SMM	6/1/13	6/1/14		Taichung NMNS	7/1/14	6/30/15
	Sudbury	4/19/14	4/13/15	MOTN	Alexandria BA	10/1/13	12/31/14	SeaMonst	Edmonton TWS	12/26/13	12/31/14
	Sydney WBS	2/1/14	1/31/15		Pittsburgh CSC	1/1/12	12/31/13		Hartford CSC	6/25/13	1/4/14
	Toronto OSC West Nyack Imx	<b>3/7/14</b> 9/23/13	12/31/14		Speyer Dome Sudbury	1/1/12 1/1/13	12/31/13 12/31/13		Peoria RM Poitiers Imax 3D	10/20/12 2/1/11	12/13/13 1/31/14
	Wilmington DE Penn	12/6/13	1/31/14		Tampa MOSI	11/21/13	2/14/14	SeaRex	Berlin CS II	1/1/12	7/1/14
JIAC	Des Moines	9/27/13	1/26/14		Valencia Spn	1/1/12	12/31/13		Houston MNS	1/2/13	12/31/13
ITTCD	Pittsburgh CSC	1/1/13	12/31/13	MOTUW	Dallas PMNS	11/1/13	10/31/14		London SM	11/12/12	12/31/13
JTTSP Kenya	Raleigh Apple Valley Imx	<b>12/13/13</b> 3/1/13	<b>12/12/14</b> 12/31/13		Davenport Put Denver MNS	2/1/14 11/1/13	2/1/15 10/31/14		Philadelphia FI Taichung NMNS	11/22/12 1/1/13	12/31/13 12/31/13
Kenya	Gatineau	9/27/13	3/27/14		Lehi	12/20/13	12/19/14		Virginia Beach AMSC	11/10/12	12/31/13
	Hastings	6/4/13	12/31/13		New York AMNH	1/1/14	6/30/14	Sharks3D	Boston NEA	4/8/11	12/31/13
	Hutchinson	3/15/13	12/31/13		Orlando SC	11/1/13	11/30/14		Budapest CC	1/1/13	12/31/13
	Lucerne	9/1/13	9/1/14		Pittsburgh CSC	1/2/14	1/1/15		Fort Lauderdale	1/1/13	12/31/13
	Omaha Zoo Philadelphia FI	5/1/13 9/3/13	12/31/13 3/3/14		Portland OMSI Raleigh	<b>11/29/13</b> 11/1/13	<b>11/17/14</b> 10/31/14		Galveston Hangzhou Bro	1/1/13 1/1/13	12/31/13 12/31/13
	Victoria DCI	6/14/13	12/31/13		San Diego RHF	11/8/13	10/31/14		Norwalk	1/1/13	1/16/14
L&C	Columbus GA NIM	1/1/13	12/31/13	MTTM	San Jose Tech	1/1/13	12/31/13		Taipei MCRC	1/1/14	12/31/14
	Garden City	7/1/13	6/30/14	Mummies	Bradford	2/14/09	12/13	SpacJunk	Apple Valley Imx	9/3/13	1/3/14
	McMinnville Signy Falls	11/27/13	1/10/14		Eilat Epic	11/1/12	3/31/14		Birmingham UK	1/1/12	1/1/14
	Sioux Falls Toronto OSC	2/1/13 2/28/14	1/30/14 6/30/14		Houston MNS Moscow BFC	6/15/13 4/9/13	6/30/14 4/9/14		Chicago MSI Chicago UT AP	<b>3/1/13</b> 1/27/12	<b>2/18/14</b> 12/31/13
	Washington NMNH	1/1/13	12/31/14	ND	New Delhi ICC	7/7/13	7/7/14		Chongqing STM	2/2/13	2/2/14
LastReef	Amneville	4/1/13	4/1/14	Niagara	Niagara Can DCI	7/1/86			Guangzhou MoW	5/1/13	10/31/14
	Berlin CS	7/5/13	7/5/14		Niagara NY DCI	5/1/07			Hastings	9/13/13	4/17/14
	Boston NEA Calgary TS	2/15/13	2/15/14	OW3D	Galveston	1/1/13 9/93	12/31/13		Huntsville USSRC Kaohsiung NSTM	6/18/12	4/30/14 6/30/14
	Chattanooga TA	5/26/12 3/1/13	7/6/14 3/1/14	Ozarks Penguins	Branson Apple Valley Imx	10/13/14	12/13 <b>4/13/15</b>		London BFI	1/1/14 12/14/12	2/25/14
	Chicago MSI	6/7/13	6/7/14	renguins	Atlanta FMNH	9/6/13	1/23/14		Lubbock SS	5/24/13	12/7/13
	Copenhagen	5/15/12	6/1/14		Beijing CFM	1/1/14	1/1/15		Milwaukee	9/27/13	1/14/14
	Daqing	7/5/13	7/5/14		Birmingham UK	11/1/13	10/31/14		Mobile	4/1/14	10/31/14
	Davenport Put	2/1/13 5/1/12	2/1/14		Boston NEA	5/24/13 7/20/13	1/1/15 1/19/14		Phoenix ASC	8/23/13	2/6/14 12/31/13
	Galveston Garza Garcia	12/11/13	12/31/13 <b>5/11/14</b>		Bradford Chattanooga TA	11/29/13	5/28/14		Taipei AM Tallahassee CLC	1/1/13 2/10/12	3/31/14
	Gatineau	1/19/13	1/19/14		Columbus COSI	9/21/13	3/31/14		Victoria DCI	10/25/13	6/30/14
	Guayaquil	4/22/13	4/22/14		Dubai MR	10/4/13	7/14/14		West Nyack Imx	2/28/13	2/1/14
	Hangzhou IC	3/1/13	3/1/14		Gatineau	12/20/13	12/19/14	TA	Alamogordo	4/6/13	4/6/14
	Hartford CSC Hastings	3/1/13 6/1/12	3/1/14 6/7/14		Indianapolis Imx Jersey City	5/2/14 6/28/13	<b>11/1/14</b> 1/10/14		Birmingham UK Dayton	11/1/11 6/12/13	12/13 6/30/14
	Hong Kong SM	5/3/13	5/3/14		Kuwait SCK	8/9/13	2/8/14		Detroit MSC	3/1/13	3/1/14
	Hutchinson	10/5/12	9/30/14		London BFI	9/6/13	6/5/14		Erie	3/14/13	3/15/14
	Indianapolis Imx	10/4/13	10/4/14		London SM	7/22/13	7/21/14		Galveston	11/1/11	12/31/13
	Kaohsiung NSTM	12/15/12 3/1/13	12/7/13 3/1/14		Milwaukee New Orleans	1/15/14 11/1/13	6/15/14 6/30/14		Hartford CSC	12/1/12 4/5/13	12/1/13 6/5/14
	Las Palmas Leon Exp	6/1/13	12/31/13		New York AMNH	7/8/13	1/9/14		Huntsville USSRC Jersey City	2/1/13	2/1/14
	Melbourne MV	12/26/12	12/31/13		Omaha Zoo	8/6/13	2/25/14		Kansas City Sci	4/5/13	10/5/14
	Mexicali	6/30/12	7/6/14		Orlando SC	9/4/13	3/13/14		Norwalk	6/21/13	1/16/14
	Norwalk	1/18/13	1/16/14		Parker	12/1/13	6/30/14		Phoenix ASC	6/6/13	6/6/14
	Parker Quebec	3/1/13 10/15/12	3/1/14 10/4/14		Philadelphia FI Phoenix ASC	6/15/13 11/22/13	12/13/13 <b>11/21/14</b>		Saint Paul SMM Seattle PSC 2	9/28/12 12/20/11	12/31/13 12/19/13
	Raleigh	12/7/12	12/7/13		Singapore DC	9/16/13	1/15/14		Singapore DC	4/1/12	12/31/13
	Sacramento Imx	1/15/13	1/15/14		Virginia Beach AMSC	11/29/13	5/28/14	ToFly	Washington NASM	7/1/76	
	Saint Augustine	2/1/13	2/1/14	Pulse	Victoria DCI	10/1/13	6/30/14	TopSpeed	Tampa MOSI	11/21/13	2/14/14
	San Antonio 3D	10/4/13	10/4/14	DATM	Washington NMNH	1/1/13	12/31/13	TOTIA	Albuquerque NMMMH	8/2/13	8/2/14
	Seattle PSC 2 Seoul 63	1/11/13 7/5/13	1/11/14 7/5/14	RATW	Lucerne Shanghai 3D STM	11/1/10 <b>5/1/12</b>	12/31/13 <b>3/3/14</b>		Amneville Atlanta FMNH	4/1/13 3/1/13	4/1/14 3/1/14
	Shanghai STM 3D	3/1/13	3/1/14	Rescue	Al Khobar	6/6/13	6/5/14		Austin TSHM	11/1/13	11/1/14
	Stockholm	5/11/12	5/4/14		Beijing CFM	1/14	1/15		Berlin CS	9/6/13	9/6/14
	Sudbury	5/1/13	5/1/14		Changsha Wan	1/10/13	1/10/14		Birmingham AL	1/25/13	1/25/14
	Sydney WBS Tijuana	5/3/12 3/1/13	6/1/14 3/1/14		Corpus Christi Lex Davenport Put	5/1/13 6/24/12	6/30/14 2/28/14		Birmingham UK Bogota Mal	9/24/13 3/1/13	12/31/14 3/1/14
	Toluca MCIM	2/1/13	2/1/14		Dayton	3/6/13	3/31/14		Columbus COSI	3/1/13	3/1/14
	Valencia Spn	7/5/13	7/5/14		Dongguan STM	3/14/14	2/28/15		Copenhagen	12/12/13	12/12/14
LBC	Albuquerque NMMMH	12/13	12/13		Jakarta KE	4/12/13	4/12/14		Dallas PMNS	11/15/13	11/15/14
	Atlantic City	12/13	12/13		McMinnville	6/1/12	5/31/14		Denver MNS	2/1/13	2/1/14
	Detroit MSC Dubai MR	12/13 <b>12/13</b>	12/13 <b>12/13</b>		Oklahoma City SMO Phoenix ASC	3/8/13 11/22/13	3/8/14 <b>5/29/14</b>		Erie Galveston	10/4/13 11/15/13	10/4/14 11/15/14
	Edmonton TWS	12/13	12/13		Shanghai STM Dome	6/30/13	6/30/14		Garza Garcia	3/14/13	3/14/14
	Galveston	12/13	12/13		Sudbury	10/4/12	4/4/14		Gatineau	4/1/13	4/1/14
	Guayaquil	12/13	12/13	Rheged	Penrith	7/1/00			Guayaquil	4/22/13	4/22/14
	Lubbock SS Mobile	12/13	12/13	RME	Birmingham AL	9/12	1/14		Hangzhou IC	1/25/13	1/25/14
	Mobile Pensacola NAM	12/13 12/13	12/13 12/13		Boston MOS Branson	5/1/13 3/8/13	10/31/14 2/28/14		Hastings Hong Kong SM	2/1/13 9/1/13	2/1/14 9/1/14
	Salt Lake City Clark	12/13	12/13		Columbus GA NIM	9/12	5/14		Houston MNS	1/25/13	1/25/14
	Sioux Falls	12/13	12/13		Denver MNS	9/12	2/14		Hutchinson	3/1/13	3/1/14
LivingSe	Cleveland	1/1/13	12/31/13		Gatineau	9/30/11	12/13		Indianapolis Imx	11/15/13	11/15/14
	Fort Worth	12/26/12	12/25/13		Hague	4/2/12	4/1/14		Jersey City	6/7/13	6/7/14
	Hague	12/7/12	12/6/13		Houston MNS	5/24/13	3/28/14		Lehi	1/25/13	1/25/14
	Hartberg Memphis Pink	10/1/13 1/13/13	<b>12/31/14</b> 12/31/13		Pensacola NAM Regina	1/1/13 3/29/13	6/30/14 3/28/14		Louisville SC Melbourne MV	<b>11/28/13</b> 6/7/13	11/28/14 6/7/14
	Las Palmas	3/15/13	3/21/14		San Diego RHF	4/1/13	3/14/14		Memphis Pink	3/1/13	3/1/14
LOF	Las Pallilas										

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Corinna Graham, Boston's Museum of Science.

to a really good thing."

Corinna Graham described how Boston's Museum of Science marketed Jerusa*lem 3D*, which is currently running at the museum's Mugar Omni Theater, a 26year-old IMAX Dome theater. The museum held the film's world premiere just a few days before the GSCA conference started in September. Films that focus on culture or travel are not an obvious fit for a science museum, so her team emphasizes the experience of "being transported to to participate in promoting future films. the destination of the film." That approach has been used for previous GS films, such as *Arabia* and *Amazon*, as well as for a current exhibit on the Dead Sea Scrolls, which ties in with Jerusalem.

A print ad for the film shows a colorful sunrise behind Jerusalem's historic buildings, and the tagline plays on the image: "See one of the world's most historic cities in a whole new light." The same image and similar text were used on billboards and on the museum's Web site.

Graham and the museum staff reached out to religious groups in the city, highlighting the one-month overlap of the Dead Sea Scrolls exhibit and the film, and offering group discounts. The Boston Jewish Film Festival featured the movie shortly after the GSCA conference, and the festival's screening was followed by a panel discussion with a rabbi, a priest, and an imam.

Alexandra van der Zee has been at Om-

niversum, a 29-year-old IMAX dome theater in the Hague, Netherlands, for 15 years. She felt that a challenge in marketing Flight of the Butterflies would be to make it appealing to the whole audience. "Women and girls love butterflies, but what about boys and men?" Her plan was to get free publicity and create buzz with the help of Dutch biologist Freek Vonk, whom she described as the "Steve Irwin of the Netherlands." Van der Zee approached him cold through his Facebook page, and he agreed to help promote the theater's presentation of Butterflies for a modest fee. Vonk is a very popular and well-respected scientist in the Netherlands who hosts several TV shows, and many TV stations and other media outlets wanted to interview him about the film.

Vonk has 25,000 followers on Twitter, and tweeted during the premiere, and mentioned the film on his Facebook page. The popularity of his children's TV show made the film cool with boys, and helped the theater reach the important male demographic. Van der Zee estimates that the value of the print coverage alone, not including other media, was over \$265,000, and attendance increased substantially because of Vonk's efforts. He has offered

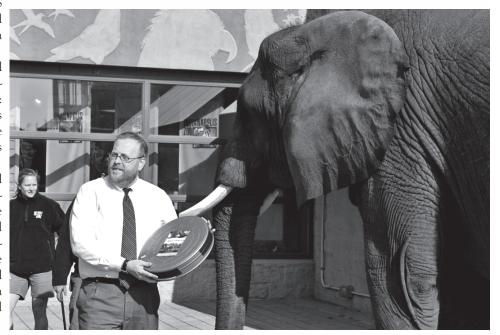
As Swietek said, Mary Jane Dodge has



Mary Jane Dodge, MacGillivray Freeman Films.

dedicated her entire career to, and worked in all aspects of, the giant-screen industry. As co-creator of the GSCA's Marketing Awards for Creativity in 1997, she said that "the idea wasn't actually to win, even though we know it is fun to win, but to share ideas." She urged everyone to enter, not only for the chance of winning, but "to show your boss what you've done, and vou have a record of what you did, too." She went some recent MAC award entries to highlight the creativity of the industry.

(see GSCA on page 8)



The Indianapolis State Museum's Craig Mince receives a roll of IMAX film, special delivery, in a cross-promotion with the Indianapolis Zoo for Imax Corp.'s Born To Be Wild.



Telus Spark made giant chrysalises to promote Flight of the Butterflies.

(from GSCA on page 7)

tures elephants). The zoo is located near chrysalis!' It worked." the museum, but they had not worked together on joint marketing programs before. This opened the door to later partnerships.

weather center and television studio that is used by a local TV station - a media partner of the museum – for live weather reports every day. "The weathermen get involved with everything at the museum: they meet with the kids, and give educational programs called 'storm schools." The deal has resulted in a three-year contract that provides constant free publicity for the museum.

In Dearborn, MI, for its screening the last Harry Potter film. The Henry Ford held a Quidditch Tournament (the magical game played by the books' student wizards) featuring teams from a local college. (Presumably, they did not fly on broomsticks.)

To promote Flight of the Butterflies, Barry Thorson of Calgary's Telus Spark was meeting with his design team to create a standard lobby display, "and I could see their eyes glazing over, with the work, and

can the ceiling." \$20 made foam core and a monarch butterfly

kite, wrapped

in plastic wrap. Although some staffers The Indiana State Museum in Indian- were worried people wouldn't know what apolis cooperated with the Indiana Zoo to they were, Thorson said, "kids would have an elephant deliver the last reel of come in, and their moms would go, 'Oh, doing research he might come across a film – on a red carpet – for the museum's look, honey. It's a cocoon.' And [the booking of Born To Be Wild (which feadaughter] goes, 'No, mommy, that's a potential for a special scene. In working

#### **Giant Screen "Wow" Moments**

3D, moderated a session that examined sharks. That concept became the stunning The Science Center of Iowa has a the factors that make giant-screen films opening sequence of the 3D film.

the deadline, different from ordinary movies. Panelists were writer Mose Richards, cinematographer Reed Smoot, and VFX specialist, DP, and director, Sean Phillips.

Ferguson started by asking the panel, "What is a 'wow' moment?" Richards replied, "Something you may never have seen before in your life. It's something you're going to remember, when you walk make a giant out of the theater, maybe all your life." Smoot agreed, adding, "For a cinematographer, the 'wow' moment is when you see something you're photographing and you realize you can share that event...with an audience." Phillips went further, saying that the "wow" moment gives "a deeper understanding than you would have had, even if you had been there watching it in reality.'

Asked if he can write "wow" moments, Richards said that although as a writer, he can "dream up things...in my little office, then the filmmakers have to go out a see if they can make that 'wow' moment." In "gold nugget of information" that has on National Geographic's Sea Monsters (2007) (which Phillips directed), he learned that the prehistoric sea monsters Daniel Ferguson, director of Jerusalem of film were so large that they are giant



The Giant Screen "Wow" Moments panel. L to r: moderator Daniel Ferguson, screenwriter Mose Richards, cinematographer Reed Smoot, director Sean Phillips.

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### Bookings: December 2013 by Film

#### 537 bookings of 85 films in 195 theaters

These listings to not include Hollywood films shown month's issue. they are shown in non-multiplex theaters, and con- be comprehensive or accurate in every detail, despite our our listings. versely, non-Hollywood giant-screen films showing on best efforts to make them so. They have been compiled multiplex IMAX screens are also listed

Listings shown in **bold face** below are new or updated sources.

listings. The rest are unchanged from the previous We will make every effort to improve the thorough. The key to film abbreviations is on page 17.

ness, and accuracy of these data. If your theater or film in multiplex IMAX theaters. Those films are listed when The data on the following pages are *not* warranted to is not shown here, please get in touch with us to update

> Where a date is not shown, it means that no date was from theater surveys, distributors, the Web, and other provided by the source or, in the case of a closing date, that no date has been set, or that the run is indefinite.

Film	Theater	Open	Close	Film	Theater	Open	Close	Film	Theater	Open	Close
AfricAdv	Katowice CC	10/4/13	10/3/14		Cathedral City	1/1/14			Mumbai	2/1/13	12/31/13
	Krakow CC	10/4/13	10/3/14		Davenport Put	3/15/14	5/14		Peoria RM	8/16/13	8/15/14
	Lodz CC	10/4/13	10/3/14		Melbourne MV	8/29/13	8/28/14		Pittsburgh CSC	1/1/13	12/31/13
	Poznan CC	10/4/13	10/3/14		Penrith	6/25/13	6/24/14	0 111	Sinsheim	10/31/09	12/31/13
4: D	Warsaw CC	10/4/13	10/3/14	Everest	Athens Eug	10/1/13	10/31/14	GreatNor	Saint Félicien	4/1/13	4/1/14
AirRacer	Berlin CS II	1/1/13	7/1/14		Hartberg	12/11/20	12/11/20	GWS	Austin TSHM	8/2/13	8/2/14
	Chantilly	10/5/12	12/31/13		Poitiers Imax	7/1/13	1/31/14		Birmingham AL	8/2/13	8/2/14
	Houston MNS	1/1/13	12/31/13		Tampa MOSI	11/21/13	2/14/14		Birmingham UK	9/24/13	12/31/14
	Louisville SC	4/19/13	12/31/13	Fi-k4Dil	Washington NMNH	1/1/13	12/31/13		Boston NEA	5/31/13	5/31/14
	Lucerne	6/1/13	12/31/13	FightPil	Chantilly	12/10/04	7/14		Chattanooga TA	5/24/13	5/24/14
	McMinnville	5/25/12 3/1/13	12/31/13 12/31/13		Corpus Christi Lex Huntsville USSRC	5/12/12 7/1/13	7/14 1/31/14		Chicago Imx	10/4/13 6/21/13	10/4/14 6/21/14
	Saint Louis SC Shreveport		12/31/13		McMinnville	3/23/12	7/1/14		Denver MNS	6/11/13	12/31/13
	Singapore DC	3/16/13 1/1/13	12/31/13		Pensacola NAM	6/8/11	7/1/14		Garza Garcia Houston MNS	8/2/13	8/2/14
	Taipei AM	10/10/12	12/31/13		Seattle PSC 2	6/14/13	6/14/14		Indianapolis Imx	5/24/13	5/24/14
		5/25/12	12/31/13	FlyMons	Edmonton TWS	12/26/13	12/12/14			10/4/13	10/4/14
AIWC	Washington NASM Kolkata SC	1/1/13	1/1/14	FIYIVIOTIS	Erie	7/13/13	7/12/14		Jersey City Kuwait SCK	10/4/13	10/4/14
AIWC	Lucknow	1/1/13	1/1/14		Gatineau	5/6/13	5/5/14		Lehi	9/6/13	9/3/14
	Mumbai	2/1/13	1/31/14		Guayaquil	4/22/13	4/21/14		Lubbock SS	7/5/13	7/5/14
	Sacramento Imx	1/1/13	12/31/13		Orlando SC	7/1/13	6/30/14		Melbourne MV	12/31/13	12/31/14
Alamo	San Antonio 2D	1/1/13	12131113		Stockholm	5/19/13	12/31/14		Memphis Pink	6/22/13	6/22/14
Amazon	Hartberg	12/11/20	12/11/20		Sudbury	2/8/13	1/31/14		Mexico City Pap	7/5/13	7/5/14
Animalop	Kuwait SCK	9/6/13	9/6/14		Taichung NMNS	7/1/13	6/30/14		Montreal SC	5/29/13	5/29/14
	Pittsburgh CSC	1/1/10	3/15/14		Toluca MCIM	6/1/13	1/31/14		New Orleans	5/24/13	5/24/14
Arabia3D	Al Khobar	1/1/13	12/31/13		Washington NMNH	5/25/12	5/14		Norwalk	10/4/13	10/4/14
Alabiasb	Tijuana	10/26/13	12/31/13	FMTTM	Dayton	6/6/13	12/5/13		Parker	11/30/13	5/31/14
Bears	Hartberg	3/1/13	3/1/14	FON	Davenport Put	5/7/13	5/6/14		Portland OMSI I	11/29/13	11/29/14
BTBW	Norwalk	10/19/12	1/16/14		Edmonton TWS	12/26/13	12/31/14		Saint Augustine	8/9/13	8/9/14
Closed	Spokane RP	9/3/13	3/1/14		Los Angeles CSC	5/1/14	7/30/14		Sioux Falls	9/1/13	9/1/14
CRA	Hartberg	10/1/13	12/31/14		Pittsburgh CSC	6/1/13	12/31/14		Tallahassee CLC	6/15/13	6/15/14
	Pittsburgh CSC	1/1/13	12/31/13		Victoria DCI	6/1/13	12/31/13		Tampa MOSI	5/24/13	5/24/14
	Tampa MOSI	12/11/20	12/11/20	FOTB	Austin TSHM	1/11/13	1/10/14		Toronto OSC	10/4/13	10/4/14
CV	Alexandria BA	10/1/13	12/31/14		Calgary TS	6/28/13	12/28/13	HaunCast	New Orleans	9/15/13	11/15/14
D&W3D	Boston NEA	1/1/13	12/31/13		Cleveland	11/27/13	11/26/14	HCBTD	San Simeon DCI	8/17/96	
	Virginia Beach AMSC	1/1/13	12/31/13		Davenport Put	2/15/13	8/10/14	HGCF	Raleigh	11/22/13	12/12/13
DIA	Hartberg	10/1/13	12/31/14		Dearborn THF	2/18/13	2/17/14	HidUniv	Atlanta FMNH	9/6/13	9/5/14
DinoAliv	Amneville	4/19/13	12/31/13		Des Moines	7/1/13	6/30/14		Cleveland	6/28/13	6/27/14
	Bradford	6/1/11	12/31/13		Detroit MSC	1/11/14	7/31/14		Copenhagen	6/28/13	6/27/14
	Dayton	6/12/13	6/30/14		Fort Lauderdale	2/8/13	2/7/14		Hampton VASC	10/12/13	10/11/14
	Eilat Epic	11/1/12	3/31/14		Fort Worth	12/26/12	12/1/13		Huntsville USSRC	7/1/13	6/30/14
	Harrisburg	5/17/13	7/31/14		Galveston	3/11/13	3/10/14		Hutchinson	6/28/13	6/27/14
	London BFI	12/14/12	12/31/13		Garza Garcia	9/12/13	3/19/14		London SM	10/18/13	4/17/14
	Melbourne MV	1/6/10	12/13		Guangzhou MoW	9/15/12	9/14/14		McMinnville	6/28/13	6/27/14
	Moscow BFC	4/9/13	4/9/14		Hague	4/23/13	4/22/14		Melbourne HCL	9/1/13	8/31/14
	Omaha Zoo	3/1/13	3/1/14		Hampton VASC	3/29/13	3/28/14		San Jose Tech	9/7/13	9/6/14
	Oulu	1/1/12	12/31/13		Harrisburg	2/1/13	2/1/14		Stockholm	9/15/13	9/14/14
Dolphins	Des Moines	1/1/13	12/13/13		Hartford CSC	9/21/13	6/30/14		Sydney WBS	9/1/13	8/31/14
	Fort Worth	9/3/13	12/20/13		Kagoshima	10/2/13	12/28/13		Tampa MOSI	10/25/13	10/24/14
	Hague Dittaburah CCC	10/11/11	12/31/13		Kaohsiung NSTM	7/1/13	12/1/13	Hobbito	Victoria DCI	10/25/13	10/24/14
	Pittsburgh CSC	1/1/13	12/31/13		Leon Exp	12/1/13	6/30/14	Hobbit2	Raleigh	12/13/13	1/14
	Speyer Dome	8/22/12	12/31/13		London SM	9/6/13	6/30/14	НОТВ	Jersey City	1/14/13	1/13/14
DDTD	Washington NMNH	1/1/13	12/31/13		Los Angeles CSC	9/27/13	2/28/14		New Orleans	8/29/06	12/21/12
DPTP	Baton Rouge LASM	9/12	9/14 <b>9/14</b>		Melbourne MV	3/21/13 5/28/13	3/20/14 12/31/13		Pittsburgh CSC	1/1/13	12/31/13 12/31/13
	Baton Rouge LASM Gatineau	<b>1/13</b> 1/13	9/14 12/13		Milwaukee Mobile	5/28/13 <b>1/14/14</b>	12/31/13 <b>5/4/14</b>	HumanBod	Washington NMNH Boston MOS	1/1/13 11/16/13	12/31/13
		1/13	12/13		Penrith	7/1/13	6/30/14	Humanbou		1/1/13	12/31/13
	Hamaoka Jaraay City								Saint Paul SMM		
	Jersey City	10/13	4/14		Philadelphia FI Richmond SMV	4/8/13	1/7/14		Shreveport	9/1/13	8/28/14
	Kagawa	5/13 <b>1/13</b>	5/14 <b>1/14</b>			5/1/13	4/30/14		Stockholm Toronto OSC	1/1/12	12/31/14
	Kagoshima		5/14		Sacramento Imx	8/13/13	2/28/14	laminala		12/1/13	6/30/14
	Killeen	5/12			Saint Augustine	1/18/13	1/19/14	Jerusale	Albuquerque NMMMH	3/2/14	12/31/14
	Killeen Koriyama	<b>1/13</b> 11/13	<b>12/14</b> 11/14		Saint John's JGC Saitama SSH	7/17/13 2/18/13	7/16/14 2/17/14		Atlanta FMNH Birmingham AL	1/3/14 <b>5/23/14</b>	6/30/14 11/23/15
	Saitama SSH	6/13	6/14			10/12/12	12/31/13		Boston MOS	9/20/13	9/19/14
					San Diego RHF						
	Sakai FCSC Taipei AM	1/13 9/13	1/14 9/14		San Jose Tech Stockholm	2/9/13 4/26/13	2/8/14 4/14/14		Charlotte DP Columbus GA NIM	9/21/13	3/30/14 10/17/14
Dragone	Copenhagen	9/13	9/14 8/31/14				1/27/14		Davenport Put	10/18/13 11/8/13	10/17/14
Dragons		9/1/13 1/10/14	8/31/14 <b>2/10/14</b>		Sudbury Tampa MOSI	6/27/13 2/8/13	2/7/14		Davenport Put Denver MNS	2/14/14	2/13/15
	Leon Exp				Tampa MOSI Toronto OSC						
	Mexicali Paris Coo	6/28/13	12/31/13	CC		4/8/13	4/11/14		Edmonton TWS	12/26/13	12/31/14 9/27/14
	Paris Geo	7/9/13	7/8/14	GC	Branson Grand Canyon DCI	10/15/13	5/15/14		Garden City	9/28/13	
	Penrith	7/1/13	6/30/14	CCA	Grand Canyon DCI	11/1/99	12/13		Gatineau Grand Panide Col	9/27/13	9/26/14
	Quebec	6/13/13	5/15/14	GCA	Chandigarh	1/1/12	12/31/13		Grand Rapids Cel	10/18/13	12/31/14
	Salt Lake City Clark	6/28/13	6/28/14		Ede	7/19/12	7/18/14		Hague	3/31/14	3/30/15
DC3D	Sudbury	2/1/14	2/28/14		Gatineau Kolkata SC	5/1/13	3/30/14		Hastings Houston MNS	11/7/13	11/6/14
DS3D	San Diego RHF	11/13	10/14 2/15		Kolkata SC Lucknow	1/1/13 1/1/13	12/31/13 12/31/13		Houston wins Hutchinson	10/4/13 9/20/13	10/1/14
EarthWin	Auckland Sky	2/14									9/1/14

450-seat IMAX 3D GT theater.

cial condition states, "We are actively exploring options with a number of commercial cinema operators with a view to forming a partnership that will deliver a better and more cost-effective cinema offer." LF Examiner was unable to determine when a decision might be made on the matter, or the effect it might have on operations or staffing at the IMAX theaters.

Earlier this year, the Cineworld chain took over operation of the IMAX theater in Scotland's Glasgow Science Centre, converted its 15/70 booth to IMAX digital, and laid off three projectionists (see The Biz, April and September 2013).

#### Fans fund Saturn's score

Stephen van Vuuren, director, writer, and producer of In Saturn's Rings, has been overwhelmed by the public support he has received for a Kickstarter campaign to raise money to record the film's soundtrack. On Nov. 12, Van Vuuren started an appeal on the crowdfunding site to raise \$37,500 to record the Greensboro (NC) Symphony Orchestra performing Samuel Barber's Adagio for Strings. Less than two weeks later, that goal had been surpassed, and by the time the campaign closed on Dec. 9, more than \$65,000 had been Hosking as pilot. raised.

As donations approached the original goal, van Vuuren added "stretch goals" that described what he would do with any excess funds donated. With the amount Michael Caine. It is set for release on raised, he'll bring recording engineers to Nov. 7, 2014.

North Carolina who had planned to work remotely, will look for a celebrity remix artist, and will upgrade and replace some aging production equipment.

#### Minn. IMAX theater "burned"

The 31-year-old Pepsi IMAX Theatre at the Valleyfair Family Amusement Park in Skakopee, MN, went "up in flames' in late October. The building, which housed a 500-seat IMAX

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GT theater, did not actually burn down, format. The museum in London has a but was used for a training exercise by three local fire departments, prior to its A report on the museum group's finandemolition to make way for a park expansion. Fire crews set up smoke machines and small contained fires to perform search and rescue drills, according to local press reports. The 3.5-hour drill included forced entries, rooftop rescues using ladder trucks, and searches for dummies representing missing ushers and projection-

The theater showed its last GS feature on Labor Day in early September. It was the last giant-screen theater in a theme park in North America. Only six 15/70 theme park theaters remain in operation worldwide, one at Space World in Japan, and the other five at Futuroscope in

#### Nolan puts IMAX camera on iet

Dark Knight director Christopher Nolan is using IMAX 15/65 cameras to shoot portions of his next feature, Interstellar, produced by Legendary Pictures and distributed by Paramount Pictures. The film's visual effects supervisor, Paul J. Franklin, recently tweeted pictures of the MSM camera mounted in the nose of a Leariet, for aerial filming on the picture. Hans Bjerno is the credited director of aerial photography on the film, with Craig

Interstellar is a science fiction story based on scientist Kip Thorne's work on wormholes. It stars Matthew McConnaghey. Jessica Chastain, Anne Hathaway, and



IMAX camera in the nose of a Learjet for Interstellar

#### **Worldwide GS and IMAX Theaters**

As of November 1, 2013 Note: To avoid double counting, theaters with digital and 15/70

Total

D

8/70

15/70

Total

D

8/70

15/70

Total

D

8/70

15/70

Total

8/70

10/70

15/70

Total

2

53

20

75

2

153

Dome

2

47

14

49

2

115

Middle

North

Africa

Asia/Pac

Europe

ME

Total

Africa

Asia/Pac

Europe

ME

NA

SA

Total

stems are sh	nown as 1	5/70 on	ly.						
C = Comme CM = Multip B	lex			CT = Theme Park I = Institutional erator Type					
		С	CM	СТ	I	Total			
	D		3			3			
	8/70				1				
frica	10/70				1	1			
	15/70				1	1			
	Total		3		3	6			
	D		154	1	19	174			
	8/70	1			9	10			
sia/Pac	10/70				11	11			
	15/70	3	3	1	27	34			
	Total	4	157	2	66	229			
	D	2	83	2	3	90			
urope	8/70	1		1	6	8			
urope	15/70	6	1	5	10	22			

84

288

12 42

24

36 591

3D

176

100

10

396

12

698

Comb

By Screen

Flat

4

182

104

10

420

12

732

4

By 2D / 3D

19 330

545

19

36

11

74

121

58

28

12

115

213

Total

6

229

120

11

471

14

851

Total

5

229

120

11

471

14

851

120

329

14

128

471

11

14

34

12

191

851

614

Richards said that although producers are often expected to include lots of scientific information, giant-screen films are a visual medium. "It's a visual education [viewers] are getting." He recalled that while researching a TV show about the Amazon, he spent many hours flying over the rainforest in a light plane, staring at the landscape below. "I never once, in all

He warned against the temptation to

cram too much information into the nar-

ration: "Set up the big 'wow' moments

and get out of the way." He recalled work-

ing on his first GS film, Search for the

Great Sharks (1995), and looking for

places in which "not much was happen-

ing, so [he] could pack the information

in." He wrote narration for an underwater

scene that on the monitor on his desk

looked "boring." But at a fine cut screen-

ing on a giant screen, the shot appeared

very different: a shark suddenly comes in

from off-screen, and the music swells men-

acingly. "You just about jump out of your

seat. It's a great, great scene, except that

the narrator kept talking all the way

through it. And in my own head I'm sav-

ing 'Shut up! Shut up! That was my epiph-

any."

many thousands of species of trees there icebergs and a huge ice sheet, "puts you were."

Ferguson asked Smoot and Phillips if they can plan the "wow" moments. Smoot said that the script can suggest possibilities, and the crew has to be open to opportunities as they arise. But sometimes they have to be planned. "To me the most amazing 'wow' moments I've ever seen on the giant screen are those images that were photographed from space by the astronauts. And that required a lot of planning, a lot of engineering, and design, and train-

Phillips said that sometimes "serendipity" plays an important role, but planning is critical, and the best place to find a "wow" moment is in the script: "It's basic drama. You need to set expectations. You need to set up the shot." Great individual shots cannot make a great movie. They need a context that a only good script and design provide.

Introducing the opening shot of *Shack*leton's Antarctic Adventure, shot by aerial cinematographer Ron Goodman and pilot Cliff Fleming, Smoot said, "That's the one thing this format can do better than any other...and that is, it allows you come down out of the sky and tell me how rupted three-minute shot, swooping over cinema.com.

into the environment of the Antarctic." Richards added that by showing the ruthless scenery in which Shackleton's tale of survival took place, the shot "helps make the Antarctic a character; the bad guy in the film."

On the subject of unplanned, serendipitous "wow" moments, Smoot described how he and camera assistant David Douglas captured the final time-lapse shot in Grand Canyon: The Hidden Secrets (1985, directed by **Kieth Merrill**), a sunset over the canyon. It was intended simply as a test of various filters Smoot and Douglas wanted to use, and was shot manually, without an intervalometer. They continued shooting after the sun set, in near total darkness, despite a thunderstorm storm that had begun, and were lucky enough to capture a stunning lightning strike that silhouetted the valley. They shot several more sunsets after that, but that first one was the best and became the closing image of the film.

The GSCA's next meeting will be the Film Expo in Austin, TX, March 23-25, followed by the annual conference and trade show, in Toronto, Sept. 20-23. For those hours, felt the need to have a voice to give scale to a subject." The unintermore information, visit giantscreen-

# **Premiering This Month**

"The Hobbit: The Desolation of wisdom of the journey Smaug continues the adventure of Bilbo Baggins as he journeys with the wizard Gandalf and thirteen dwarves, led by Thorin Oakenshield, on an epic quest to reclaim the Lonely Mountain and the lost Dwarf Kingdom of Erebor. Having survived the beginning of their unexpected journey, the company travels east, encountering along the way the skin-changer Beorn and a swarm of giant Spiders in the treacherous forest of Mirkwood.

"After escaping capture by the danger- Metro-Goldwynous wood-elves, the dwarves journey to Lake-town, and finally to the Lonely Mountain itself, where they must face the greatest danger of all - a creature more terrifying than any other; one which will test not only the depth of their courage len, Richard Armitage, Orlando Bloom, date: Dec. 13. DMR. but the limits of their friendship and the Evangeline Lilly, Cate Blanchett, Bene-

itself – the dragon Smaug."

Shot in frames per second, and released in highframe-rate 3D in select theaters, including nearly 100 IMAX digital theaters.

Produced by New Line Cinema and Mayer Pictures, distributed by Warner Bros. Pictures. Directed by Peter Jack-

son. Cast: Martin Freeman, Ian McKeldict Cumberbatch, Stephen Fry. Release



Martin Freeman is Bilbo Baggins in The Hobbit: The Desolation of Smaug

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### All films are 3D unless noted, underlined titles are 2D

\* New listing.

Updated information is printed in **bold**. Unless noted, all films will run about 40 minutes

Some titles with limited release territories are not listed.

#### I. Frankenstein \*

Frankenstein's creature finds himself caught in acenturies-old war between two immortal clans. Hopscotch Features; distributor: Lionsgate; director: Stuart Beattie. Cast: Aaron Eckhart, Bill Nighy, Caitlin Stasey, Jai Courtney, Miranda Otto, Aden Young. Release: Jan 24, 2014. DMR.

Wonders of the Arctic (formerly Polar Quest) Giant Screen Films, Science North; distributor: Giant Screen Films; director, writer: David Lickley; producers: David Lickley, Don Kempf; DP: Dylan Reade; score: Amin Bhatia; executive producer: Brenda Tremblay. Release: Feb. 6, 2014.

- Principal photography is complete.

#### Space: Unraveling the Cosmos

3net Studios; distributor: K2 Communications; director: Tom Cosgrove; producers: Don Bland, Mike Dorsey; score: Joel Langley; narrator: Mike O'Meara; executive producer: Tom Schmidt. Shot in 5K. Release; early 2014.

- The film is complete.

#### Galapagos 3D (wt)

Colossus Productions; distributor: nWave Pictures Distribution; director: Martin Williams; producer: Anthony Geffen; DPs: Paul Williams, Simon De Glanville; script: David Attenborough; score: Joel Douek. Release: Feb. 7, 2014.

 $\,-\,$  The film is currently in post-production.

#### RoboCop \*

Remake of the 1987 sci-fi film about a part-human, part-robot police officer.

Metro-Goldwyn-Mayer; distributor: Columbia Pictures; director: José Padilha. Cast: Joel Kinnaman, Gary Oldman, Michael Keaton, Abbie Cornish, Jackie Earle Haley, Michael K. Williams, Hobbit2 WOTA 300R DSC3D Godz Trans4 HidKing Interst Hobbit3 HbWhale Oceans
AYNIK MM3D
D-Day Elec ISR Panama

Jennifer Ehle. 2D. Release: Feb. 12, 2014. DMR.

Patag

Apes

#### 300: Rise of an Empire

Space

Dec '13 Jan '14

Legendary Pictures; distributor: Warner Bros.; director: Noam Murro. Cast: Lena Headey, Eva Green, Sullivan Stapleton, Rodrigo Santoro, David Wenham. 2D. Release: March 7, 2014. DMR.

#### Divergent \*

Beatrice Prior, a teenager with a special mind, finds her life threatened when an authoritarian leader seeks to exterminate her kind.

Summit Entertainment; distributor: Summit Entertainment; director: Neil Burger. Cast: Kate Winslet, Shailene Woodley, Ray Stevenson, Miles Teller, Tony Goldwyn, Zoë Kravitz, Ashley Judd. 2D. Release: March 21, 2014. DMR.

#### D-Day: Normandy 1944

N3D Land Productions; distributor: 3D Entertainment Distribution; director: Pascal Vuong; producers: Catherine and Pascal Vuong; DP: Christophe Grelier; script: Pascal Vuong; executive producers: Catherine and Pascal Vuong. Shot in 5K. Release: March 2014.

CGI and SANDDE animation has started.Principal photography is complete.

#### Patagonia 3D: Into the Wild (wt)

3D Entertainment Films; distributor: 3D Entertainment Distribution; directors/producers: François Mantello, Jean-Jacques Mantello; score : Christophe Jacquelin. Release: March 2014.

- Six filming expeditions have been completed.
- Principal photography is complete.

#### Deepsea Challenge 3D

Earthship Productions; distributor: National Geographic; director: James Cameron; producers: James Cameron, Brett Popplewell; DP: Jules O'Loughlin. Release: April 4, 2014.

In final editing.

#### Island of Lemurs: Madagascar

Imax Corporation, Warner Bros.; distributor: Imax Corporation; director: David Douglas; DP: Dylan Reade. Narrator: Morgan Freeman. Release: April 4, 2014.

#### The Amazing Spider-Man 2 \*

Peter Parker faces a new foe, Electro, more powerful than he is.

Sony Pictures; distributor: Columbia Pictures; director: Marc Webb. Cast: Andrew Garfield, Emma Stone, Jamie Foxx, Dane DeHane. Release: April 16, 2014 (international); May 2, 2014 (domestic). DMR.

#### Electropolis (wt)

Melrae Pictures; distributor: National Geographic; director: Melissa Butts; producers: Melissa Butts, Kimberly Rowe; script: Shane Colton. Release: Spring 2014.

#### Walking With Dinosaurs 3D

BBC Earth; distributor: BBC Earth, Giant Screen Films. Release date: Spring 2014.

WWD

Jul '14

#### Great Apes 3D

IOLM

Visionquest Entertainment, nWave Pictures, Screen Australia; distributor: nWave Pictures Distribution; director: Jeremy Hogarth; producer: Norm Wilkinson; script: Charlie de Salis, Norm Wilkinson, Holly Carroll, Graeme Duckham, Jeremy Hogarth; DP: Mark Lamble. Cast: Holly Carroll. Release: May 9, 2014.

#### Godzilla

Legendary Pictures; distributor: Warner Bros.; director: Gareth Edwards. Cast: Aaron Taylor-Johnson, Bryan Cranston, Elizabeth Olsen, Ken Watanabe, Juliette Binoche, David Strathairn. 2D. Release: May 16, 2014. DMR.

### <u>Edge of Tomorrow</u> (formerly All You Need is Kill)

3 Arts Entertainment; distributor: Warner Bros.; director: Doug Liman. Cast: Tom Cruise, Emily Blunt, Bill Paxton, Marianne Jean-Baptiste. 2D. Release: June 6, 2014. DMR.

#### Transformers 4: Age of Extinction

Di Bonaventura Pictures; distributor: Paramount Pictures; director: Michael Bay. Cast: Mark Wahlberg, Nicola Peltz, Stanley Tucci, Kelsey Grammer, Peter Cullen. Release: June 27, 2014. DMR

#### Micro Monsters 3D: A Visit to the World of Insects

Atlantic Productions; distributor: tba; producers: Anthony Geffen, Sias Wilson; writer: David Attenborough; executive producer: Anthony Geffen. Release: June 2014.

#### In Saturn's Rings

SV2 Studios; distributor: BIG & Digital; director, producer, writer, executive producer: Stephen van Vuuren. 2D. Release: Summer 2014.

- Film is 75% complete.

#### **Bug Kingdom**

BBC Earth; distributor: BBC Earth, Giant Screen Films; director: Mark Brownlow; DPs: Jonathon Jones, Rod Clark, Kevin Flay, Tim Shephard, Rob Hollingsworth; score: Ben Foster; executive producers: Neil Nightingale, Mike Gunton. Release date: September 2014

Principal photography is complete. Post production is under way.

#### Leonardo da Vinci

Camera Lucida Productions; distributor: tba; director, producer, writer: François Bertrand; executive producer: Camera Lucida Productions. Release: Fall 2014.

#### <u>Interstellar</u>

Pandas WA

LdV

Paramount Pictures; distributor: Paramount Pictures; director: Christopher Nolan. Cast: Jessica Chastain, Anne Hathaway, Matthew McConaughey, Michael Caine. 2D. Release: Nov. 7, 2014. DMR

#### The Hobbit: There and Back Again

Jan '15

WingNut Films; distributor: Warner Bros.; director: Peter Jackson. Cast: Elijah Wood, Cate Blanchett, Hugo Weaving, Stephen Fry, Benedict Cumberbatch, Martin Freeman, Ian McKellen, Andy Serkis. Release: Dec. 17, 2014. DMR.

# **Pandas: A Journey Home** (formerly Giant Pandas)

Oxford Scientific, National Geographic; distributor: National Geographic; director: Nicholas Brown; producer: Carolyn Hawkins; DPs: Chris Openshaw, Robin Cox; script: Nigel Levy; score: Samuel Sim; executive producers: Jeremy Bradshaw, Claire Birks. Narrator: Joely Richardson. Release: 2014.

Principal photography is complete. Post production is under way.

#### Wild Antarctica 3D (wt)

Giant Screen Films, Oceans 8 Productions; dis-

tributor: Giant Screen Films, D3D Cinema; director: John Bowermaster. Release: Late 2014.

#### Humpback Whales (wt)

**ECTA** 

SOTRG

MacGillivray Freeman Films; distributor: MacGillivray Freeman Films; director: Greg MacGillivray; producer: Shaun MacGillivray; script: Stephen Judson; DPs: Brad Ohlund, Howard Hall, Greg MacGillivray, Ron Goodman; score: Steve Wood. Release: February 2015.

#### The Magic of Wild Africa

BBC Earth, Reliance Entertainment; distributor: BBC Earth, Giant Screen Films; directors: Patrick Morris, Neil Nightingale; producers: Neil Nightingale, Myles Connolly; DPs: Mark Deeble, Robin Cox, Simon Werry, Jamie McPherson, Rod Clarke, Doug Anderson, Sophie Darlington, John Shire, Tim Shepherd; executive producer: Amanda Hill. Release: Early 2015.

#### Oceans 3D (wt)

3D Entertainment Films; distributor: 3D Entertainment Distribution; director: Jean-Michel Cousteau; producers: François Mantello, Jean-Jacques Mantello; DP: Gavin McKinney; score: Christophe Jacquelin. Cast: Jean-Michel Cousteau. Release: March 2015.

 October: One-month shooting expedition in Fiji with Jean-Michel Cousteau and team.

## **Secrets of the Royal Garden** (formerly *The Kingdom of Plants*)

Atlantic Productions; distributor: tba; director: Martin Williams; producer: Anthony Geffen; script: David Attenborough; DP: Tim Cragg; score: Joel Douek; executive producer: Anthony Geffen. Shot in 4K. Cast: David Attenborough. Release: Spring

Film was shot in 4K digital for British television.
 A 40-minute version for 15/70 and digital GS theaters is being prepared.

#### Everest: Conquering Thin Air (wt)

MacGillivray Freeman Films; distributor: MacGillivray Freeman Films; director: Greg MacGillivray; producer: Shaun MacGillivray; script: Stephen Judson; DPs: Brad Ohlund, Michael Brown, Greg MacGillivray, Jack Tankard, Ron Goodman; score: Steve Wood. Cast: Jamling Norgay, Araceli Segarra. Release: May 2015.

 Filming at Everest Base camp, originally planned for this year, has been delayed to May 2014.



The Hunger Games: Catching Fire, starring Jennifer Lawrence, was filmed in part with IMAX cameras.

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